



## Affidavit of RICHARD HOARE

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**In Re Application of:** Keith Hensel  
**US Application Number:** 10/562,025  
**Filing Date:** 22 December 2005  
**Title:** Juicer  
**Group Art Unit:** 3742  
**Examiner:** Sang Yeop PAIK  
**Attorney Docket No:** BREo3o8U

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I, RICHARD HOARE of 3 Avian Crescent Lane Cove NSW Australia, industrial designer, do solemnly and sincerely declare as follows:

[001] Since 2002 I have been employed by Breville Pty Limited (Breville) as Director of Design and Innovation, and am responsible for Breville designs globally. I am also currently a member of the Breville Group Limited Executive Committee. Breville is an Australian-based consumer and household appliance company. It has a strong focus on design and innovation, and over the past few decades it has achieved considerable success with the sale of its products both in Australia and internationally. Breville is the assignee of United States Patent Application No. 10/562,025 (the Pending Application).

## **BACKGROUND AND EXPERIENCE**

[002] I hold a Bachelor of Industrial Design from the South Australian College of Advanced Education (now the University of South Australia). I completed my degree in 1987. Since completing my degree, I have worked in Australia as an industrial designer for over 22 years, with a particular focus on small consumer appliances.

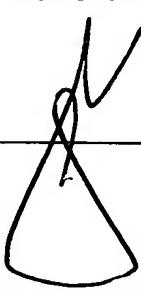
[003] In my role as the Design and Innovation Director, I am responsible for the Industrial Design and Innovation team within Breville, which presently includes fifteen industrial designers and four model makers. I need to have a thorough understanding of the national and international small appliances markets including an understanding of consumer trends, design trends and innovations and the features of competitors' products, both internationally and regionally.

[004] I estimate that I have been involved in the development of more than 260 small consumer appliances across the spectrum of product development from "ground up" development through "facelift" development to "badge engineering".

[005] Under my guidance, teams under my direction have won over 50 design awards internationally.

[006] I am familiar with United States Patent Application No. 10/562,025 (The Pending Application). In particular, I am aware of the previously amended claim set of this pending application, filed 24 June 2009. A copy of the claim set (as amended) is exhibited to this Affidavit as **Exhibit RH-01**.

[007] I present the following objective evidence of non-obviousness in regard to the claimed invention of United States Patent Application No. 10/562,025. The invention commenced reduction to practice in or about the First Quarter of 2002. Considerable development, design and engineering was required to reach a suitable commercial solution. The appearance of the design was essentially the same as that shown in the figures of the Pending application.



## **THE CLAIMED INVENTION**

[008] The Juicer includes the following two features, which I submit have been important to the success of the proposed product:

- (a) a polymeric cap, in which is formed an opening for accommodating a *metal feed tube* attached thereto; and
- (b) the metal feed tube having a circumferential flange that is affixed to the cap, and a gasket being interposed between the flange and the cap.

[009] Copies of design/concept drawings and photographs in respect of prototype Juicer dated from March 2002, taken from Breville's records, are exhibited to this Affidavit as **Exhibit RH-02**. Exhibit RH-02 displays a selection of images taken throughout the design/development phase from March 2002 to June 2004. Figure RH-02A being a CAD modelled concept for an SS feedtube in a diecast lid developed March 2002. RH-02F being a prototype of the concept shown in RH-02A made in May-June 2002. Further required design/development is evidenced by figures RH-02A though RH-02Z.

[010] Work on optimisation of the design continued, and on 2 July 2003, a provisional patent application was filed in relation to the design, being Australian Provisional Patent Application No 2003903367 (the provisional application).

[011] I am not aware of any other Juicer that was on the market before the priority date which provided either (a) a polymeric cap with a *metal feed tube* or (b) a metal feed tube having a circumferential flange that is affixed to the cap (with a gasket being interposed between the flange and the cap) – or the advantageous outcome derived from their combination. I regarded the first of the above features, and the combination of the two features in particular (as claimed in the Pending Application), as being inventive within the field of Juicer design.

[012] A Juicer incorporating the invention was launched commercially in Australia in 2003. As discussed below, the Juicer – based on strong consumer demand for the above features (as claimed in the Pending Application) – has enjoyed considerable success in the marketplace since the time of its launch.

## **COMMERCIAL SUCCESS**

[013] The invention comprising a Juicer having a metal feed tube as claimed in the pending claims has led to the development of a range of Juicers. A copies of advertising material showing photographs of a consumer Juicer supplied to the United States and Australian Market in 2010 are exhibited to this Affidavit as **Exhibit RH-03**.

[014] Tables displaying shipping records for each of Juicers comprising a metal feed tube (BJE500, BJE510, BJE520, BJE820, BJE840 and 800JE) are exhibited to this Affidavit as **Exhibit RH-04**. These records show that in excess of 600,000 units have been shipped to date. It should be noted that the retail value proportion of these Juicer (compared to Breville Juicers sold without metal feed tubes) sold since 2007 being comparable (estimated at - \$AU229,076,886 for juicers with a metal feed tube - and \$AU275,355,231 for juicers without a metal feed tube ) - despite the cost range for these Juicers being set relatively higher.

### **LONG FELT BUT UNRESOLVED NEED**

[015] Breville had previously developed an juicer known as the JE90 and described by United States patent US5,479,851 (and corresponding patents worldwide).

[016] An advantage of this juicer was that it allowed users to extract the juice from whole apples and other fruit and vegetables without the need to cut them up. The reason for this was the development of a feed tube large enough to accept fruit up to a diameter of 75mm. The juicer also had a transparent plastic lid so it is possible to see the fruit pulp as the juice is extracted. This is useful especially in case there is any backing up or blockage of the fruit pulp during the process. The visibility through the clear lid allows you to monitor the pulp and if necessary stop the machine and clear a blockage before it inhibits performance.

[017] To achieve a feed chute of this diameter several problems had to be solved as described in United States patent US5,479,851. One such problem was the issue of whole fruit being inserted into a large feed tube and coming into contact with sharp serrated cutting blades travelling at about 14,000rpm which would cause the fruit to

tumble and spin resulting in excessive vibration and noise. A solution was to introduce a triangular knife attached to one side of the inside of the feed tube at the lower or cutter end of the feed tube. This knife cuts into the fruit as it is being pushed into the feed chute and thereby stops it from rotating as it is shredded by the cutter disk.

[018] The original design of the triangular blade was moulded as part of the feed chute in a plastic polycarbonate material. Polycarbonate is a clear engineering polymer with excellent strength and impact properties considered suitable for this kind of application.

CUSTOMER REVIEWS

[019] After 3 years producing the JE90 juicer, a feedback trend was showing that the triangular knife in the feed tube was cracking or breaking during use. We found that, while this was not happening in domestic units, Commercial juice bars were using the Breville JE90 juicer instead of the large die-cast commercial units because of the high juice yield.

[020] Our initial understanding was that the lid was breaking due to the high amounts of acidic citrus juice used (the caustic solutions used to clean the product at the end of each day) combined with being repeatedly subjected to high temperature dishwashers, resulting in the lid polymer to be degraded over time.

[021] The lids that had the knife integrally moulded were being made from polycarbonate. The sideways loading on the knife required that we use a high impact plastic such as polycarbonate , but the disadvantage was that polycarbonate is more susceptible to attack from detergents.

[022] Copies of test result photos of a polycarbonate juicer lid from a 6 week dishwasher testing performed around the 2002, are exhibited to this Affidavit as **Exhibit RH-05**. The photos show stress cracking on the knife and feedtube base rim.

[023] It will be appreciated that a broken knife causes vibration and customer concern. A spinning apple can be ejected from the top of the feed chute before the pusher is

inserted. There is also the potential for the broken plastic part to be ground up in the juicer and ingested.

[024] A copy of an internal change notice dated 11 March 2003, which specifies a change on the lid tooling to strengthen the knife by adding radii to avoid the incidence of breakage, is exhibited to this Affidavit as **Exhibit RH-06**.

[025] It will be appreciated that the plastic knife had conflicting requirements of:

- Withstanding the sideways forces applied by the spinning disc, requiring it to have a thick wall section of approximately 3mm, and
- Being sharp enough to allow hard fruits such as an apple, carrot or beetroot to be pushed through it, wherein the thick wall section dramatically increased the force required to push the fruit past the knife.

[026] At about this time, we began to develop a semi commercial high performance juicer designed for heavy duty domestic use. A copy of an internal memo, highlighting the need for a more commercial model from the Breville Company chairman, is exhibited to this Affidavit as **Exhibit RH-07**. It is noted that the last paragraph highlights a need to strengthen the knife if the juicer is to be used commercially, with a recommendation that we make it Stainless steel. We set about looking at ways to solve the issue of the knife breaking, even in heavy duty use, *while retaining the ability to see into the lid to monitor the fruit pulp.*

#### DEVELOPMENT AND DISCOVERY

[027] Proof of concepts:- In 2001 we developed and tooled up a more commercial style die-cast juicer (JE200) base with a large Italian universal motor. The motor was approximately twice the size as our previous juicers. It had a Stainless steel juice collector with integrated stainless spout. It had more sophisticated electronics with motor speed sensing. It still had a plastic lid with integrated plastic knife, but was never offered for sale.

[028] The off-tool samples of the JE200 juicer were provided to a Sydney Juice Bar in early 2002. Copy of photographs taken July 2002, show the JE200 with the

diecast base, stainless steel juice collector and plastic lid, is exhibited to this Affidavit as **Exhibit RH-08**.

[029] Initial feedback/comments provided by the Sydney Juice Bar, advising that After 5 months of use it was found that the knife inside the plastic feedtube started to break off (referred to by last paragraph of Exhibit RH-07), is exhibited to this Affidavit as **Exhibit RH-09**.

[030] During engineering development and testing, we were initially directly lead to considering a stainless steel feedtube embedded into a diecast aluminium or zinc lid, as exhibited in Exhibit RH-02. However, this was quoted for manufacture and found that costs were prohibitive. It also presented the major disadvantage that the user could not see if there was a blockage in the lid, or if the pulp container was full.

[031] In August 2002 we invented a *Juicer having a plastic lid with a stainless steel feedtube with a knife welded to the side of the feedtube*, which is exhibited in Exhibit RH-02. We developed an external flange welded to the Stainless steel feedtube at the position that the feedtube passed through the plastic lid. It was proposed that the feedtube would be held in position by clamping down this flange with a plastic ring assembled from above, and ultrasonically welded to the plastic lid.

[032] Concept designs and prototypes were developed in 2002, as exhibited in **Exhibit RH-10**, as shown in figure RH-10A, including an aluminium feedtube mock-up with a welded knife riveted in place. Prototype seals were cast. When the prototype was tested, it was found that a finer Stainless steel knife provided an advantage by allowing the fruit to be pushed through relatively easily, when compared to thick wall section necessary on a plastic knife. As an additional advantage, the thin steel knife also enabled the upper edge surface to be sharpened. It was considered that a steel knife attached to a plastic feedtube would generate too much stress at the attachment point, particularly with the chemical attack from detergents and fruit acids.

[033] A stainless steel feedtube was used, enabling the knife to be welded to the side of the tube. After several prototypes it was resolved that the knife protrude through a

aperture in the feed tube and the knife then welded from the outside (preferably before being polished).

[034] After testing this initial prototype, as shown in figure RH-10B of Exhibit RH-10, we found the method of attaching this Stainless steel feedtube to the plastic lid was insufficient, wherein the ultrasonic weld would likely break during use or if the lid was dropped.

[035] A further prototype, as shown in figure RH-10C of Exhibit RH-10 dated August 2002, attached the stainless steel flange directly to the lid using screws. A disadvantage of this method is that each screws would place distinct stress points on the lid moulding, and over time would eventually cause cracking, particularly with the combination of daily dishwashing.

[036] A subsequent design concept and prototype uses a nylon clamping ring, and a silicone seal combination to evenly distribute the clamp pressure, as exhibited in **Exhibit RH-11**. Prototypes were again made and the solution verified. The geometry of this solution was refined so that there was no direct contact between the screw thread and the plastic lid. The silicone seal design was further refined to allow for manufacturing variations in the size of the Stainless steel feedtube. The nylon clamping ring design was refined to provide a more vertical profile to prevent distortion of the ring between the 3 screws. Another issue overcome by this solution was the prevention of food increase into the seal which would cause odour and hygiene problems. The detail CAD section view in Exhibit RH-11 shows the refinement of the solution.

[037] Company orders and invoices for the prototypes made August through December 2002 are exhibited in **Exhibit RH-12**. The details of these parts were refined over the next few months to ensure the geometry could cope with the manufacturing tolerances of different size stainless steel tubes. A small lip added to the seal to take up these tolerances, for example as shown in Exhibit RH-02 by figure identified as RH-02V "2003/07/06 10:14:26 JE200-seal-mod".

[038] The tooling was released for these new parts, and patents were lodged in July 2003. We then offered some initial production samples of the 800JE juicer

US Application Number 10/562,025 (Our Ref BRE0308U)

into Juice bars across Sydney. The next month in August 2003 we had our first feedback report from a juice bar (Go-Man-Go) using the new juicer was extremely positive, as exhibited in **Exhibit RH-13**.

[039] The 800JE was then offered for mainstream retail sale, with the first shipment from Hong Kong in Oct 2003.

[040] The commercial locations in Sydney where the juicers were being used and tested in January 2004 are exhibited in **Exhibit RH-14**.

[041] Images depicting the extent of wear and tear subjected to the juicers in commercial use is exhibited in **Exhibit RH-15** (April 2005). These images show juicers that have been used for six months in a high volume juice bar in Bondi, Sydney. A feed tube knife break has not been observed since the metal feedtube and knife was implemented.

[042] As demonstrated by the extent of development required before embodying the invention, I submit that the claimed invention of the pending application would have been non-obvious to a person skilled in the art, as at the priority date.

## **COMMERCIAL COPYING AND ACQUIESCENCE**

[043] Patent infringement of a corresponding Australian Patent AU 2004253180 (claims priority from AU 2003903367) was alleged against Sunbeam in 2009, in respect of the Sunbeam Cafe Series Juicers (JE8600 and JE8600R). A photograph of the Sunbeam Cafe Series JE8600 is exhibited in **Exhibit RH-16**.

[044] Claim 4 of the Australian patent defines feature substantially conforming to Claim 1 of the present United States application. Copies of the Australian Patent granted claims is exhibited in **Exhibit RH-17**.

[045] The Sunbeam Cafe Series Juicers have a metal feed tube, and if sold in the United States, would infringe claim 1 of the present application.

[046] These Sunbeam Cafe Series Juicers were withdrawn from the Australian market on the basis of alleged infringement of Australian patent AU 2004253180.

[047] While the communications regarding the infringement of the Australian patent are confidential, Sunbeam Corporation Limited confirmed the cessation of the sale of the Sunbeam Juicers (JE8600 and JE8600R) as at 18 August 2009, and made undertakings not to market or sell the Sunbeam Juicers in the future.

## CLOSING COMMENTS

[048] I am not aware of any other Juicer that existed on the market at the priority date of United States Patent Application No. 10/562,025 (the Pending Application), which provided the advantageous outcome provided by the inclusion and assembly of a metal feed tube.

[049] The combination of these features provide an advantageous, safe and robust operation of a Juicer.

[050] In my opinion, and based on my experience as an industrial designer in the area of small consumer appliances, the success of the Juicer and the attempts by other suppliers to imitate it as described above are due in large part to the features of the product. In particular, in my opinion, the combined features of metal feed tube and assembly contributed substantially to the success of the product and attempts by others to imitate it.

[051] In the light of the commercial success of the Juicer having the features of the presently claimed invention, and subsequent copying by competitors indicates the non-obviousness of the presently claimed invention.

[052] I therefore submit that in the light of the above objective evidence - showing development concepts and commercial success – that the claimed invention of the pending application would be non-obvious to a person skilled in the art, as at the priority date. Subsequent commercial copying and acquiescence also supports that the claimed invention of the pending application was not obvious to a person skilled in the art.

US Application Number 10/562,025 (Our Ref BRE0308U)

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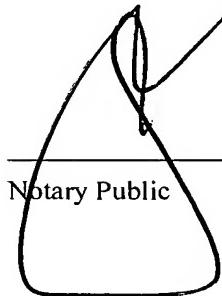
Dated: Sydney, NSW, Australia

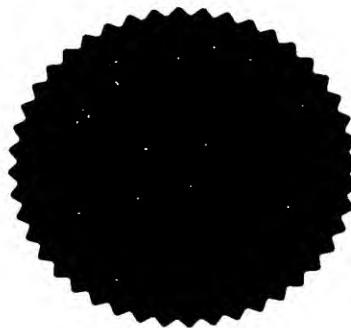
27 January 2011

Richard Hoare

Richard Hoare  
c/- Breville Pty Limited  
Building 2, Port Air Industrial Estate  
1A Hale Street, Botany, NSW, 2019  
Australia

Subscribed and sworn to before me

  
\_\_\_\_\_  
Notary Public

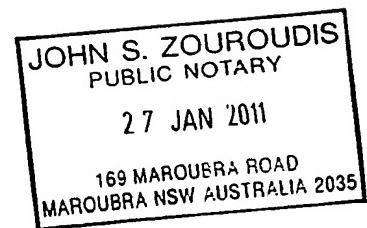


JOHN S. ZOURCUDIS  
PUBLIC NOTARY  
27 JAN 2011  
169 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035

**EXHIBIT RH-01**

The attached is Exhibit “RH-01” referred to in Paragraph [006] of the  
Affidavit of **Richard Hoare**.

*Richard Hoare*



*Richard Hoare*

*Richard Hoare*

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What is claimed is:

What is claimed is:

1.-20. (Cancelled)

21. (Currently Amended) A lid for an electric juicing device, the lid comprising:

a polymeric cap in which is formed an opening;  
the opening accommodating and having attached to it, a metal feed tube;  
the feed tube having a circumferential flange that is affixed to the cap  
a gasket being interposed between the flange and the cap;  
the gasket further comprising a neck and a surrounding ring, the neck sealing  
between the feed tube and a vertical rim of the cap.

22. (Previously Presented) The lid of claim 21, wherein:

an interior of the feed tube has attached to it a metal knife.

23. -25. (Cancelled)

26. (Currently Amended) The lid of claim 21, wherein:

fasteners extend through the flange into a retaining ring which is located adjacent to an under side of the cap.

27. (Currently Amended) The lid of claim 21, wherein:

fasteners extend through the flange and the surrounding ring of the gasket and through the cap into a retaining ring which is located adjacent to an under side of the cap.

28. (Currently Amended) The lid of claim 21, wherein:

the cap has an undersurface that forms a smooth and continuous surface that extends from above a juice collection area to a pulp exit area of the cap, the lid acting to divert pulp to a pulp collector.

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Richard

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29. (Previously Presented) The lid of claim 21, wherein:

the cap has a descending rim that cooperates with a juice stopping rim of a juice collector;

an angle between an outer surface of the descending rim and an inner surface of the juice stopping rim creating a tapered gap that is most narrow at the bottom.

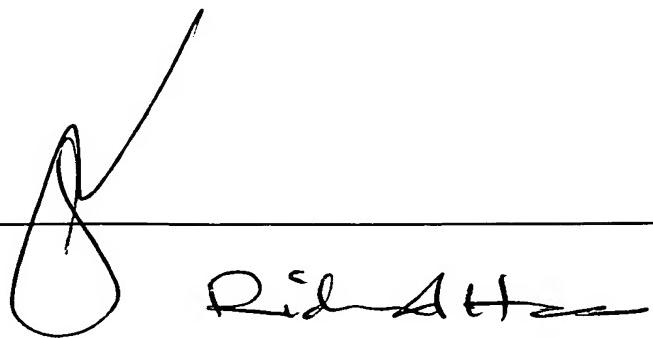
30. - 36. (Cancelled)

37. (Currently Amended) The juicing device of claim 21, wherein:

an upper surface of the cap further comprises at least one cam surface and detent for receiving a locking bar.

38. - 40 (Cancelled)

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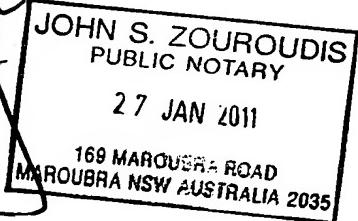


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**EXHIBIT RH-02**

The attached is Exhibit "RH-02" referred to in Paragraph [009] of the Affidavit of **Richard Hoare**.

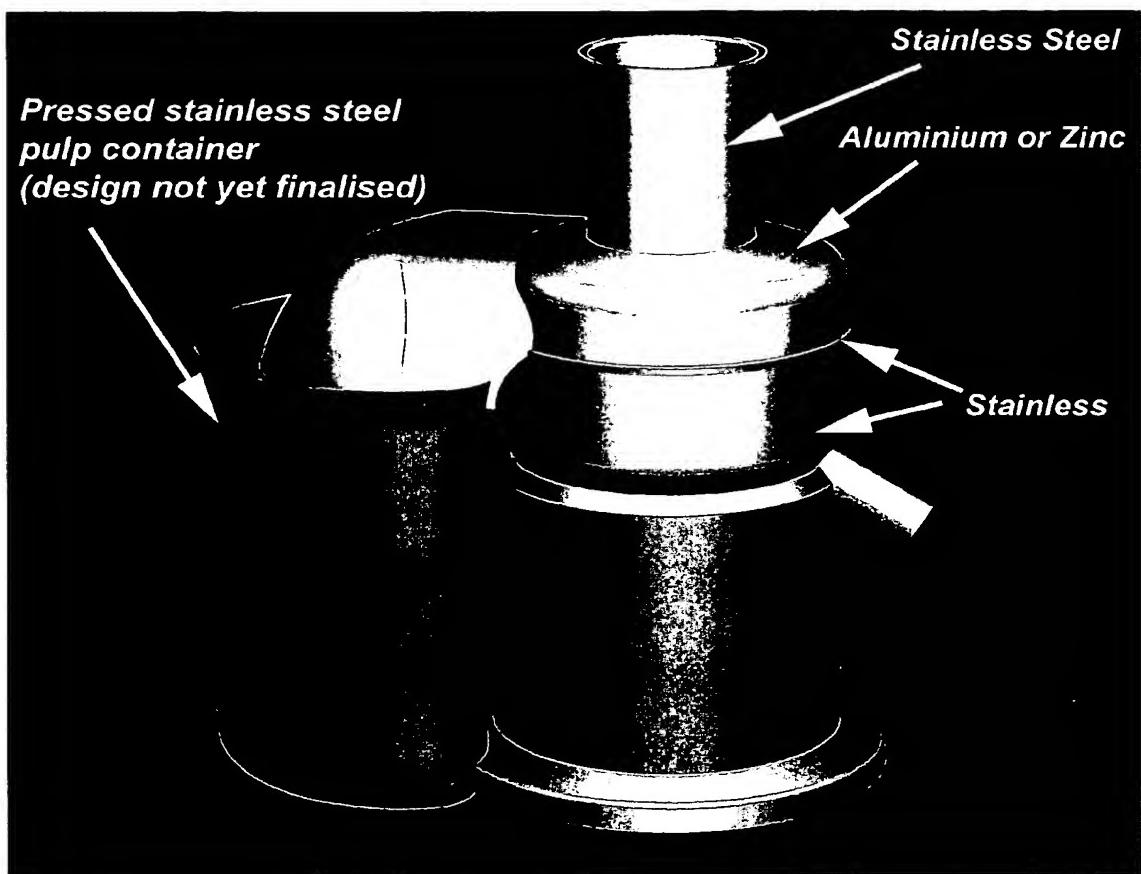
*Richard Hoare*



*[Handwritten signature]*

*Richard Hoare*

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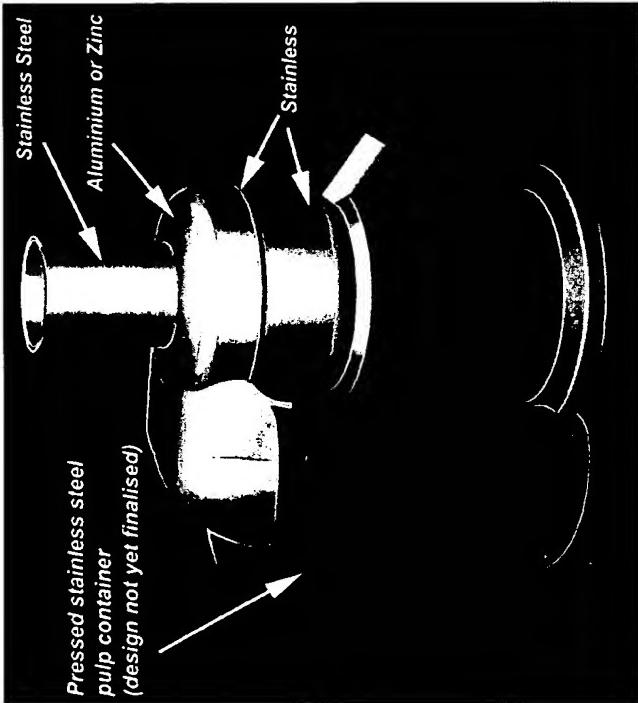


March 2002

RH-02A

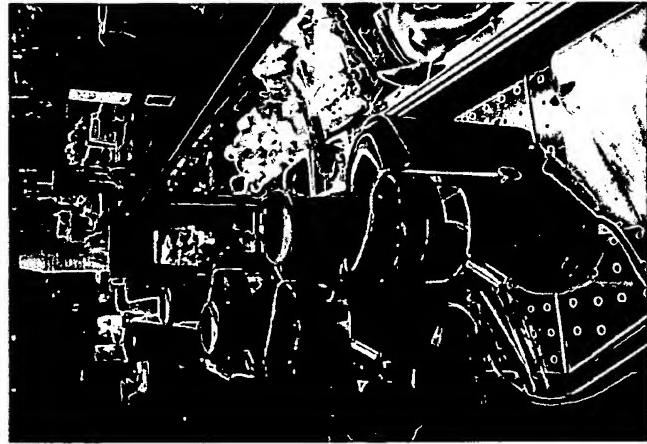
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*Riedel*



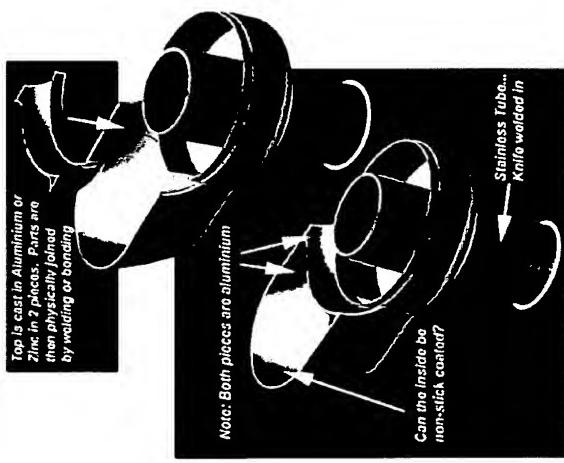
RH-02C

2002/03/25 16:56:23 3-pulp container



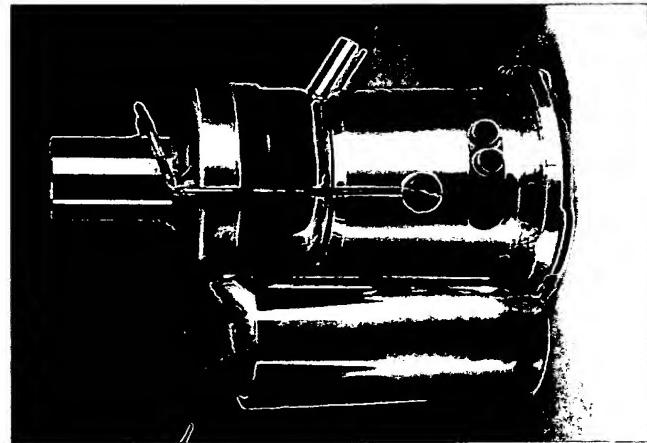
RH-02E

2002/07/01 14:52:14 Juicebar testing 01

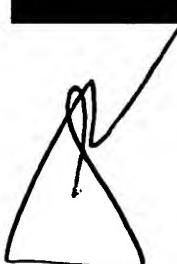


RH-02B

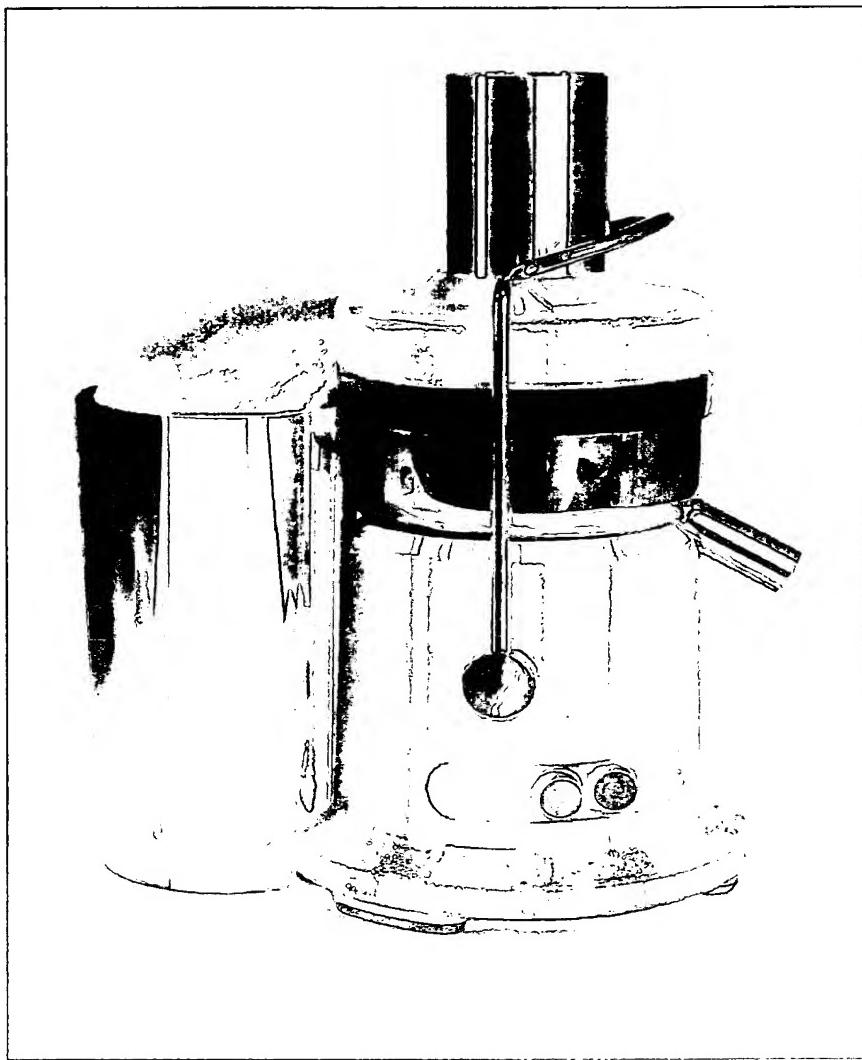
2002/03/25 16:34:53 1-top-casting-JUGmodel



2002/05/15 18:29:50 JE200-mock-up



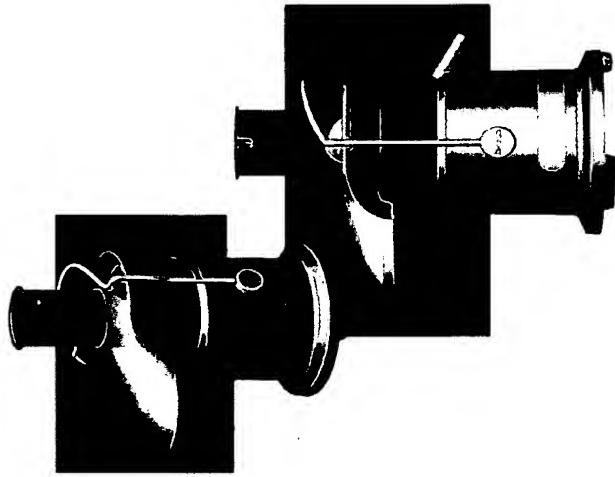
Rid A H



June 2002  
RH-02F

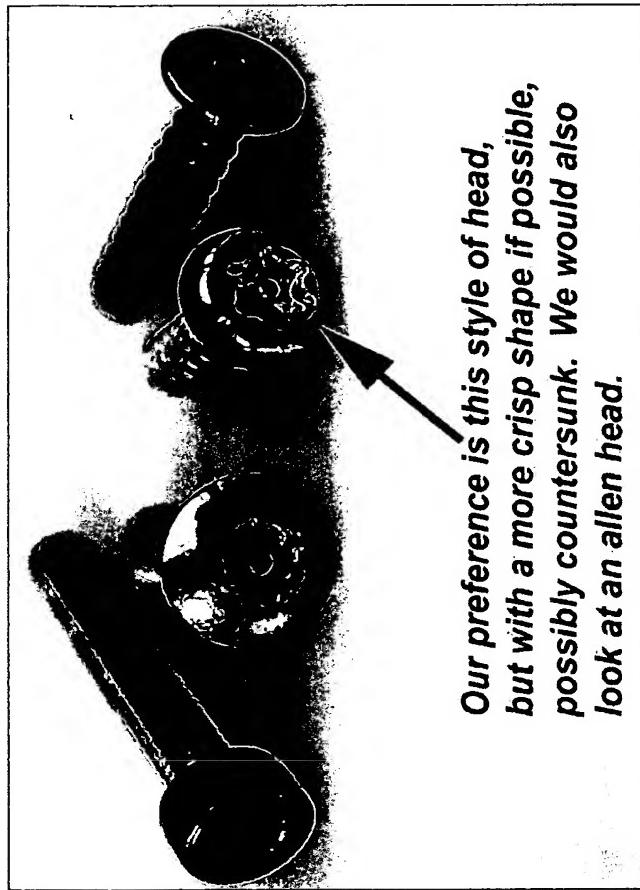
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Dale H.



RH-02H

2002/08/05 13:30:47 JE200



RH-02I

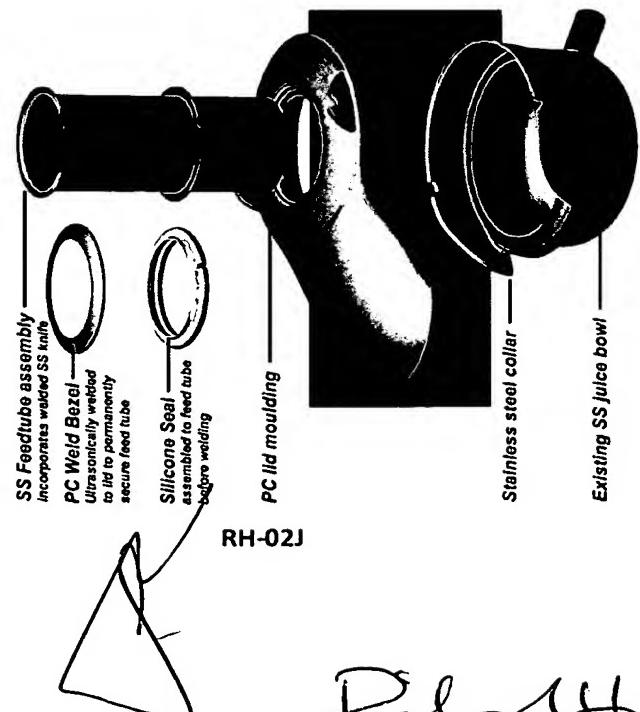
*Our preference is this style of head,  
but with a more crisp shape if possible,  
possibly countersunk. We would also  
look at an allen head.*

2002/11/22 11:50:51 Screws

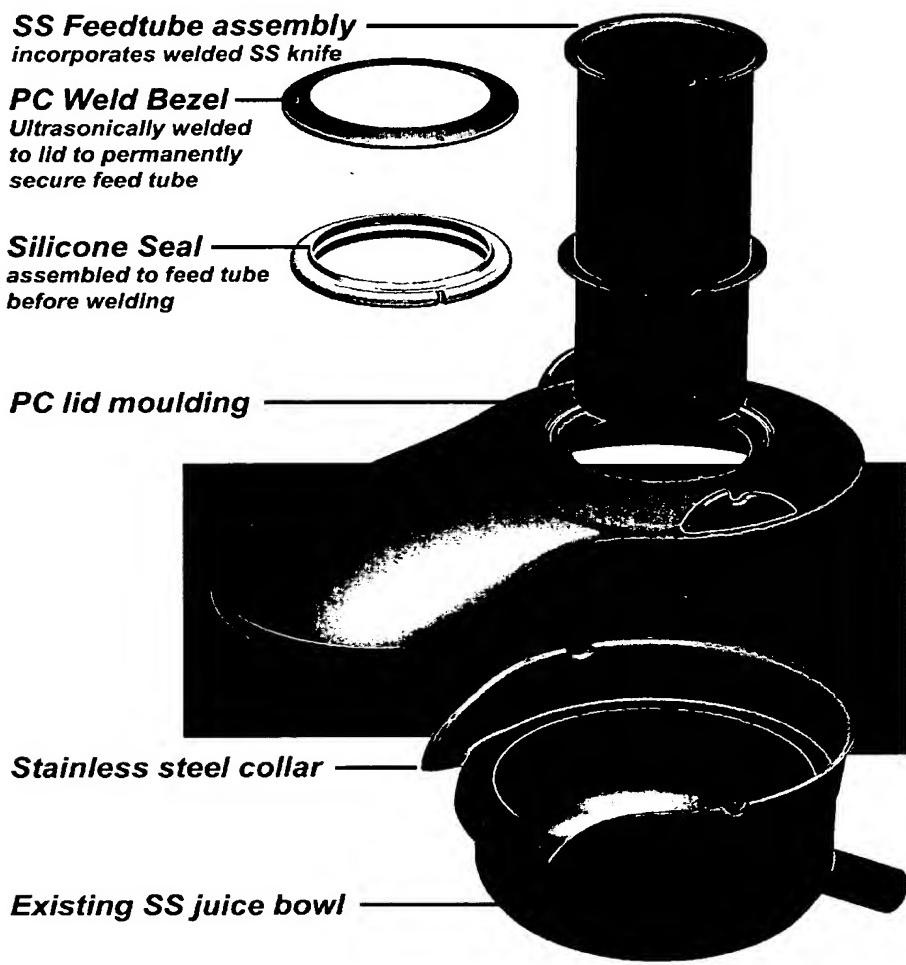


RH-02G

2002/07/01 14:52:33 Juicebartesting-05

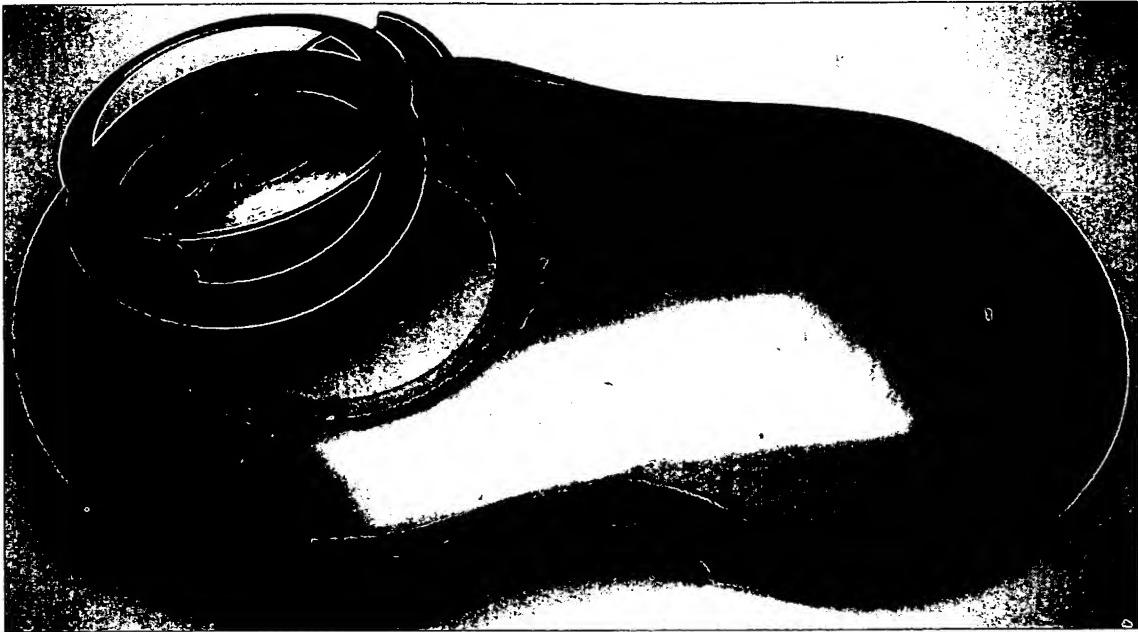


2002/08/13 17:19:02 Part explanation



August 2002  
RH-02K

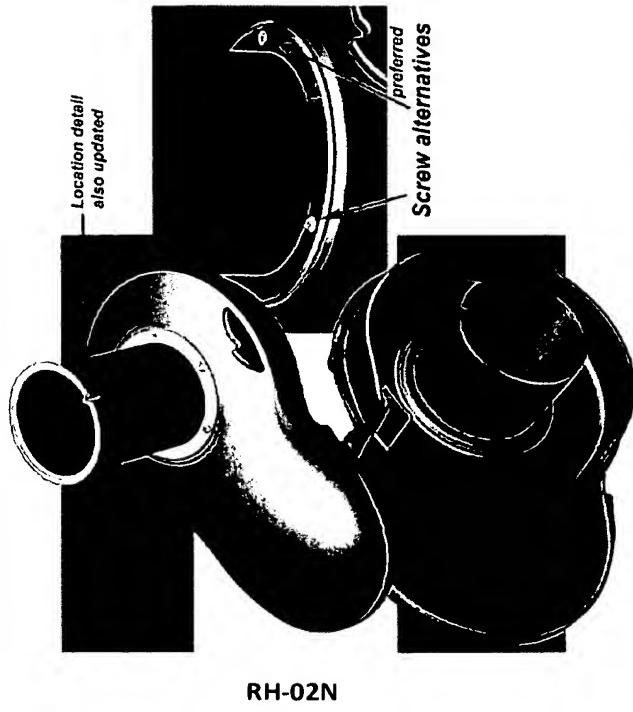
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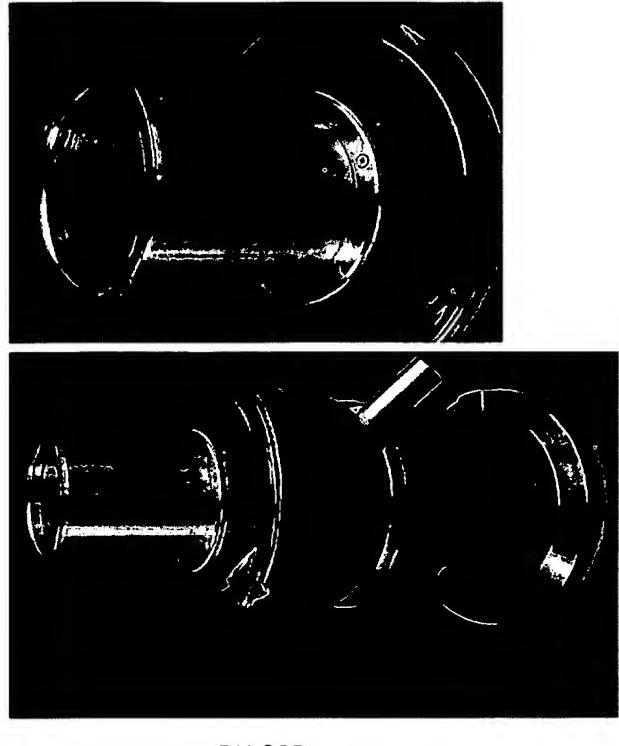
August 2002  
RH-02L

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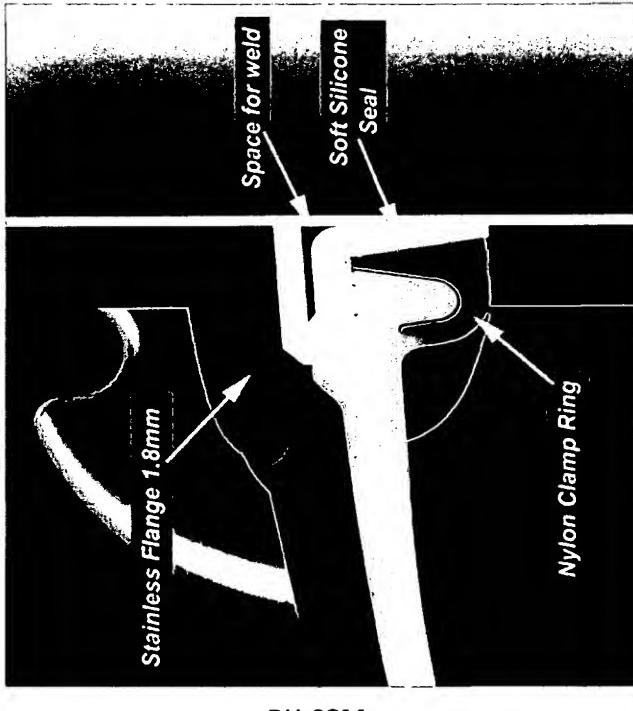
A handwritten signature in cursive script, reading "Dick Hen", is positioned below a horizontal line. The signature is written in black ink on a white background.



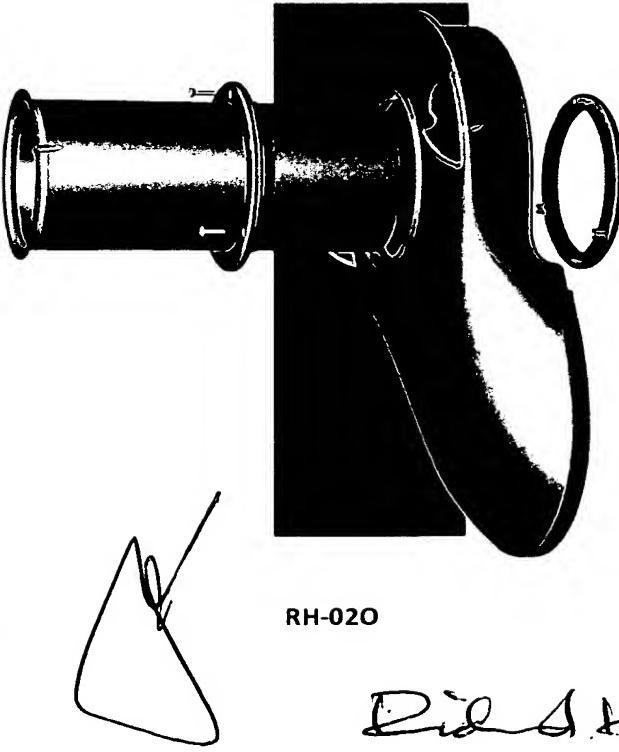
2002/11/22 12:25:17 assembled views



2002/11/26 11:41:43 feedtube mock-up

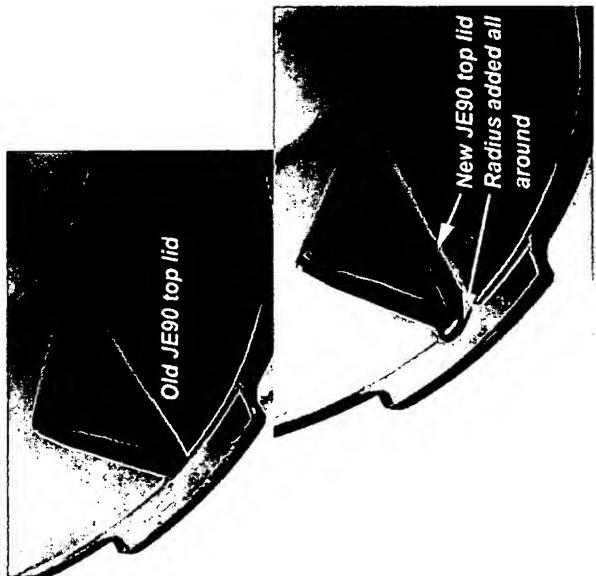


2002/11/22 12:11:24 feedtube section



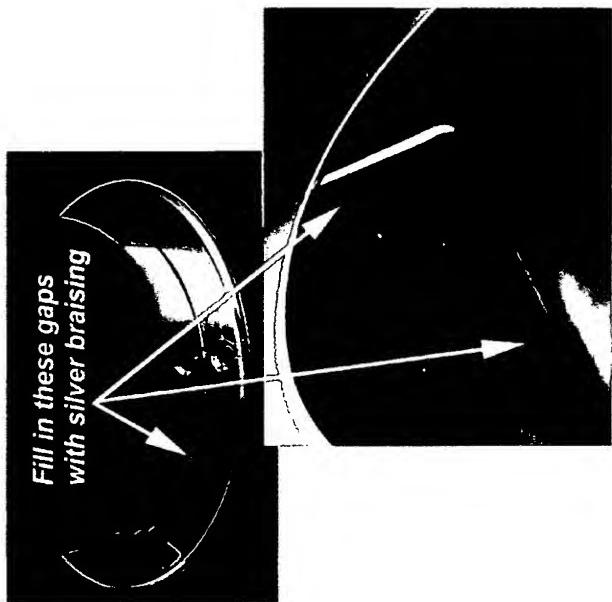
2002/11/22 12:27:51 feedtube explode

Dick S.H.



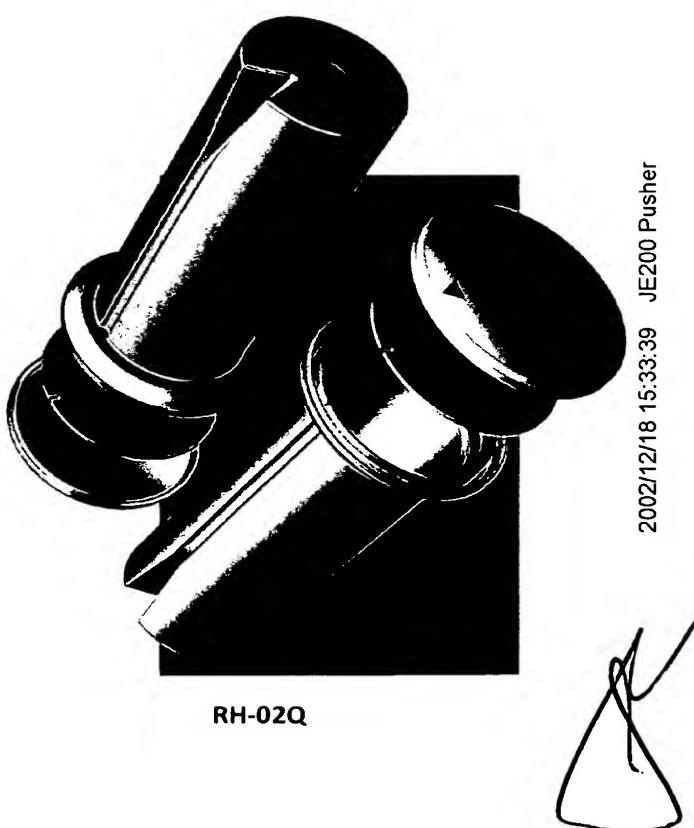
RH-02R

2003/03/11 08:49:12 knife-radius

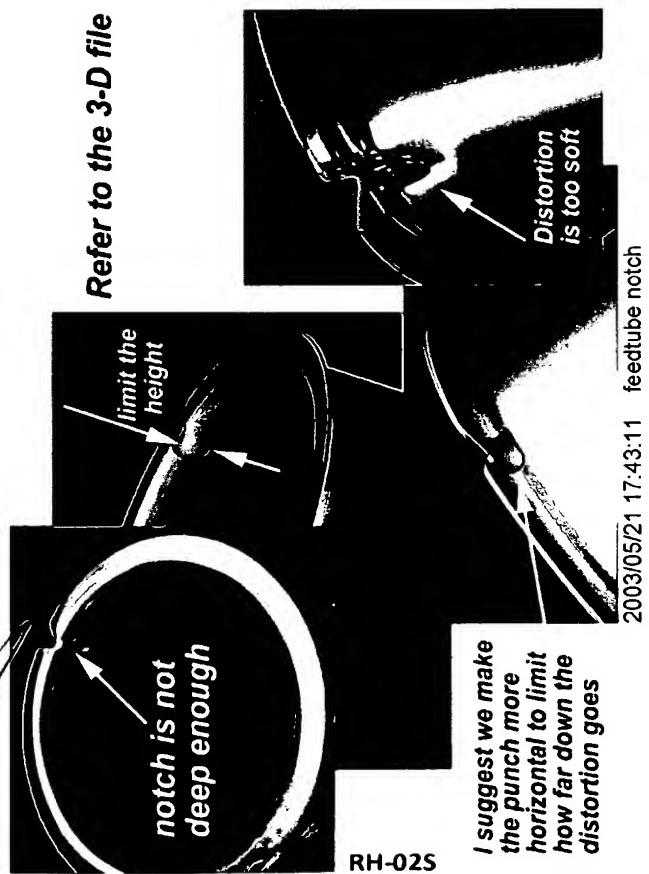


RH-02T

2003/05/21 18:23:00 feedtube\_gaps



2002/12/18 15:33:39 JE200 Pusher

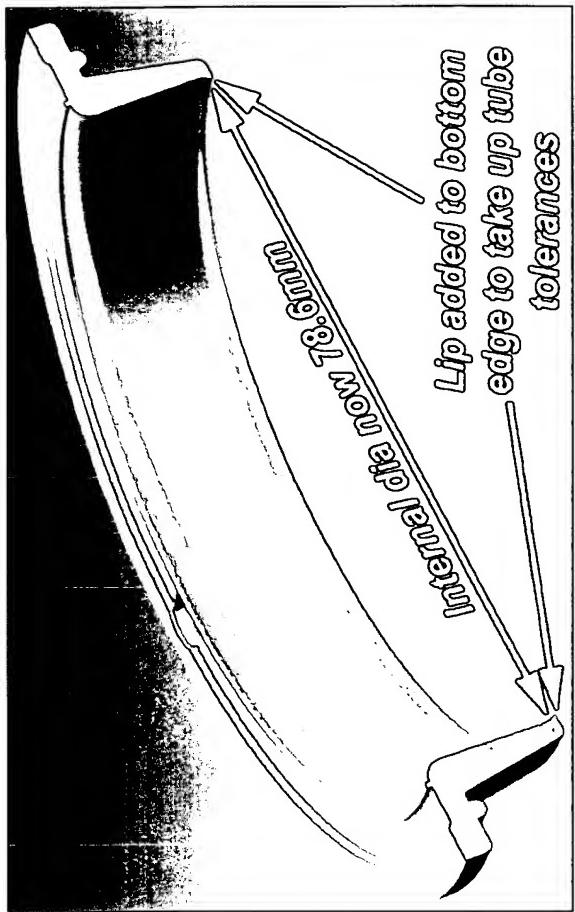


RH-02S

I suggest we make  
the punch more  
horizontal to limit  
how far down the  
distortion goes

*Dickie H.*

2003/05/21 17:43:11 feedtube\_notch

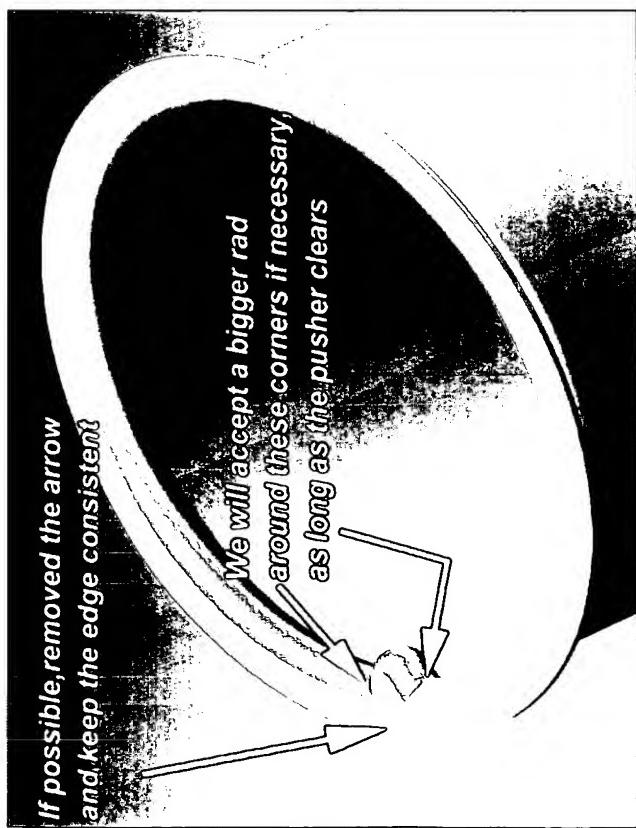


RH-02V

2003/07/08 10:14:26 JE200-seal-mod

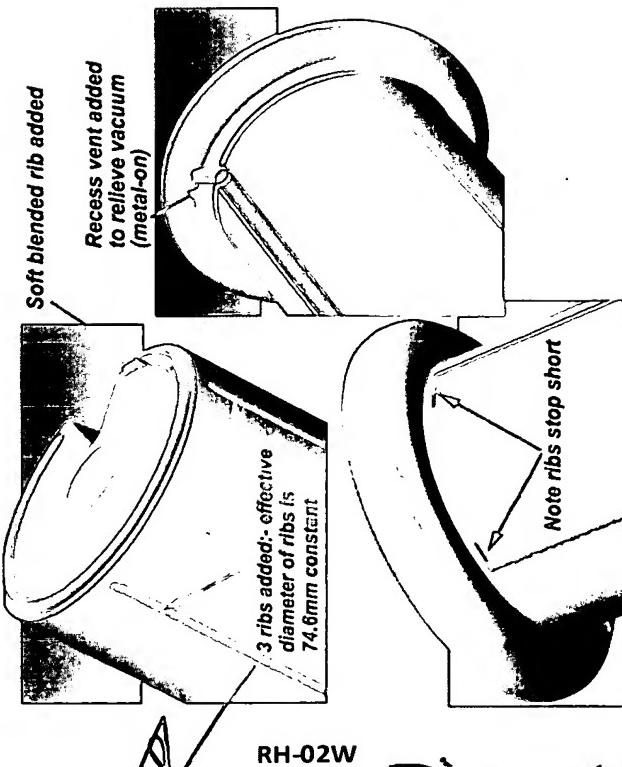


2003/10/03 18:29:36 Pusher-mods

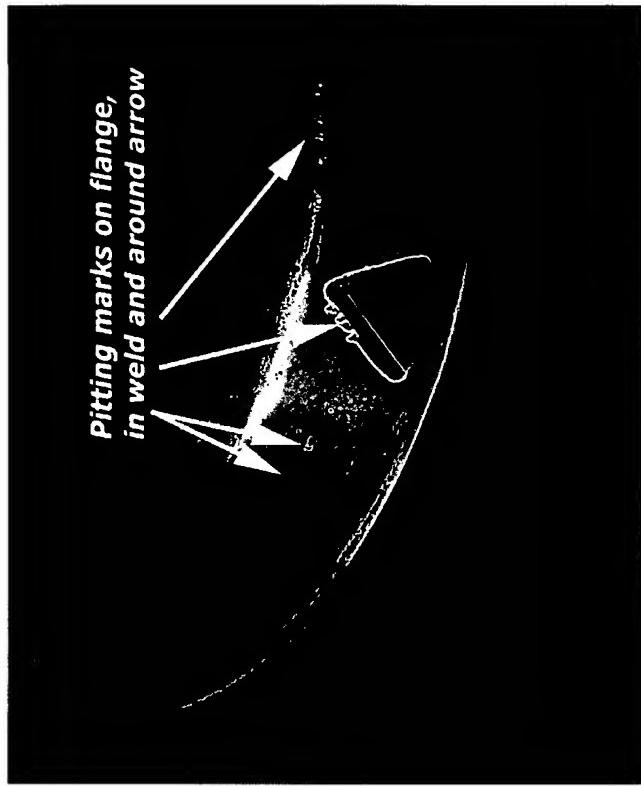


RH-02U

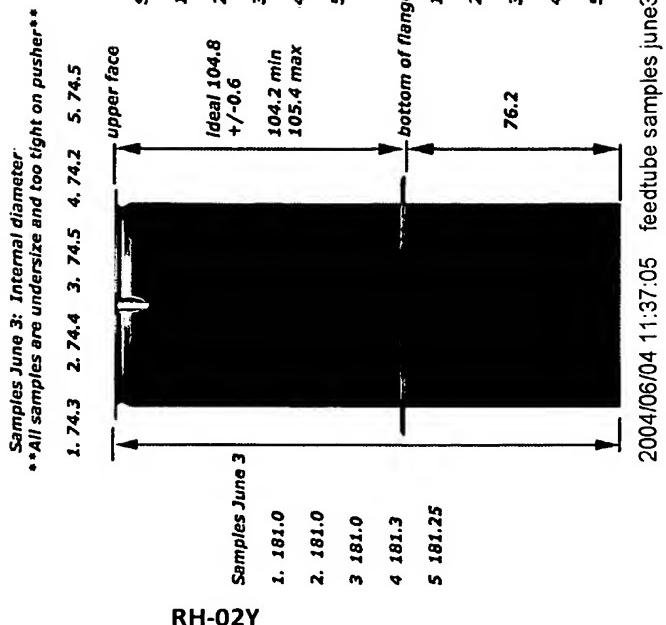
2003/05/22 10:13:05 feedtube notch2



2003/07/09 09:16:39 Pusher-mods



RH-02Z



2004/06/04 11:55:08 pitting marks1

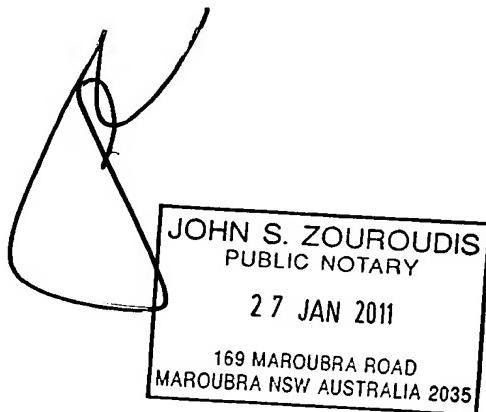
D. R. D. H.

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### **EXHIBIT RH-03**

The attached is Exhibit “RH-03” referred to in Paragraph [013] of the Affidavit of **Richard Hoare**.

*Richard Hoare*



*Richard Hoare*

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*Richard Hoare*

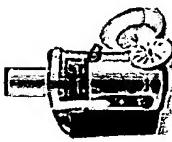
## Australian Juicer assortment Jan 2011



Juice  
Fountain™  
BJF200



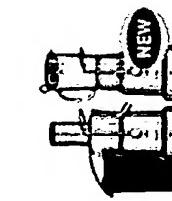
Juice  
Fountain™ Plus  
JE95



ikon™  
Froojie™ Juice  
Fountain@  
BJF520



Professional  
800  
Collection®  
Dual Disc Juice  
Processor  
BJF820



the Juice &  
Blend™  
BJB840

RRP \$529.95  
Breville's best  
juicer and  
blender, sharing  
one  
interchangeable  
base

RRP \$299.95  
This commercial  
grade juicer with  
its revolutionary  
second disc can  
juice soft fruits  
like bananas,  
mangoes and  
strawberries to  
make a delicious  
froojie™ - 100%  
fruit juice  
smoothie.

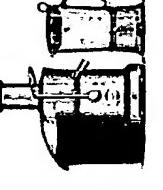
RRP \$229.95  
Heavy duty 1250  
watt motor now  
available with an  
extra wide 84mm  
feed chute

RRP \$199.95  
Powerful 1200  
watt motor  
designed to juice  
quickly and  
efficiently.

RRP \$169.95  
Fast and efficient  
performance in a  
convenient,  
compact design

R. H. *D. H.*

## US Juicer assortment Jan 2011

Juicing Products		sort by	Price ↑	items per page	12
	Juice Fountain Compact BJE200XL \$99.99		Juice Fountain Plus JE98XL \$149.99		Die-Cast Citrus Press 800CPXL \$189.99
	Die-Cast Juice Fountain Elite 800JEXL \$299.99		Dual Disc Juice Processor BJE820XL \$399.99		ikan Multi-Speed Juice Fountain BJE510XL \$199.99
	the Juice & Blend™ BJB840XL \$499.99				

1

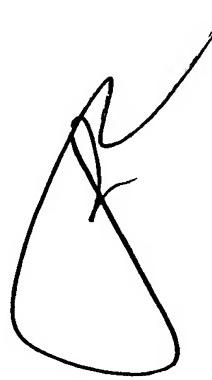
Rick H

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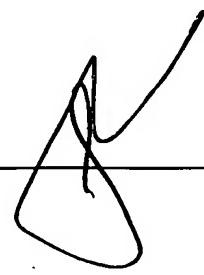
**EXHIBIT RH-04**

The attached is Exhibit “RH-04” referred to in Paragraph [014] of the  
Affidavit of **Richard Hoare**.

*Richard Hoare*



JOHN S. ZOUROUDIS  
PUBLIC NOTARY  
27 JAN 2011  
169 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035



*Richard Hoare*

	Years															
Juicers	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL UNITS	
JE90	0	0	10,000	89,040	105,743	193,800	198,233	122,234	74,039	33,859	16,322	14,919	26,175	34,184	918,548	
JE95	0	0	0	0	0	0	112,364	206,185	206,704	136,788	144,131	196,191	110,794	85,218	1,198,375	
JE70	0	0	0	0	0	0	0	34,012	17,776	5,958	6,000	3,580	7,200	3,600	78,126	
BJE400	0	0	0	0	0	0	0	0	15,860	56,031	96,163	46,348	4,832	40,964	260,198	
BJE410	0	0	0	0	0	0	0	0	0	0	0	0	25,500	47,855	36,524	109,879
BJE500	0	0	0	0	0	0	0	0	0	6,898	21,929	33,864	10,248	8,399	81,338	
BJE510	0	0	0	0	0	0	0	0	0	0	53,436	63,886	38,328	72,099	227,749	
BJE520	0	0	0	0	0	0	0	0	0	0	0	0	13,367	15,553	28,920	
BJE200	0	0	0	0	0	0	0	28,168	100,552	72,234	54,341	62,198	90,123	407,616		
BJE200C	0	0	0	0	0	0	0	0	0	13,148	45,597	30,860	6,060	31,853	127,518	
800JE	0	0	0	0	0	0	4,919	12,364	57,553	88,521	72,762	100,847	28,217	50,937	416,120	
BJE820	0	0	0	0	0	0	0	0	0	0	0	12,434	11,091	22,197	45,722	
BJBB40	0	0	0	0	0	0	0	0	0	0	0	0	0	8,190	8,190	
JE98XL	0	0	0	0	0	0	0	0	0	0	0	0	0	60,874	60,874	
<b>TOTAL</b>	-	-	10,000	89,040	105,743	193,800	315,516	374,795	400,100	441,755	528,574	582,770	366,365	560,715	3,969,173	



Richard H.

Last 4 years of juicer sales world wide

	total plastic feedtube	total metal feedtube	2007	2008	2009	2010	TOTAL
JE90	918,548	16,322	14,919	26,175	34,184	91,600	91,600
JE95	1,198,375	144,131	196,191	110,794	85,218	536,334	536,334
JE70	78,126	6,000	3,580	7,200	3,600	20,380	20,380
BJE400	260,198	96,163	46,348	4,832	40,964	188,307	188,307
BJE410	109,879	0	25,500	47,855	36,524	109,879	109,879
BJE500	81,338	21,929	33,864	10,248	8,399	74,440	74,440
BJE510	227,749	53,436	63,886	38,328	72,099	227,749	227,749
BJE520	28,920	0	0	13,367	15,553	28,920	28,920
BJE200	407,616	72,234	54,341	62,198	90,123	278,896	278,896
BJE200C	127,518	45,597	30,860	6,060	31,853	114,370	114,370
800JE	416,120	72,762	100,847	28,217	50,937	252,763	252,763
BJE820	45,722	0	12,434	11,091	22,197	45,722	45,722
BJB840	8,190	0	0	0	8,190	8,190	8,190
JE98XL	0	0	0	0	60,874	60,874	60,874
<b>TOTAL</b>	<b>3,100,260</b>	<b>808,039</b>	<b>528,574</b>	<b>582,770</b>	<b>366,365</b>	<b>560,715</b>	<b>2,038,424</b>

	total plastic feedtube	total metal feedtube
JE90	16,322	91,600
JE95	144,131	536,334
JE70	6,000	20,380
BJE400	96,163	188,307
BJE410	0	109,879
BJE500	21,929	74,440
BJE510	53,436	227,749
BJE520	0	28,920
BJE200	72,234	278,896
BJE200C	45,597	114,370
800JE	72,762	252,763
BJE820	0	45,722
BJB840	0	8,190
JE98XL	0	60,874
<b>TOTAL</b>	<b>1,339,766</b>	<b>637,784</b>



D. Richard H.

**Breville Juicers units shipped from our China supplier worldwide**

Units shipped each Year

Juicers	feedtube type	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL UNITS	Australian dollar relative retail price	rough estimate total retail value all juicers	total retail sales plastic feedtube approx	total retail sales metal feedtube approx	
BJE200	plastic	0	0	0	0	0	0	0	0	0	28,168	100,152	72,234	54,241	62,198	90,123	40,616	\$66,887,104	\$66,887,104	\$66,887,104	
BJE200C	plastic	0	0	0	0	0	0	0	0	0	13,448	45,507	30,960	6,060	31,853	27,518	179	\$22,825,722	\$22,825,722	\$22,825,722	
JEBO	plastic	0	0	10,000	89,040	105,743	193,800	198,233	122,734	74,039	33,659	16,322	14,819	28,175	34,184	818,548	199	\$182,791,052	\$182,791,052	\$182,791,052	
JBPS	plastic	0	0	0	0	0	0	0	0	112,354	206,185	144,131	196,191	110,784	85,218	1,986,375	198,95	\$23,615,081	\$23,615,081	\$23,615,081	
JE70	plastic	0	0	0	0	0	0	0	0	34,012	17,776	5,958	6,000	3,580	7,200	3,600	78,126	179	\$13,984,554	\$13,984,554	\$13,984,554
JB93XL	plastic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60,874	60,874	\$53,585,342	\$53,585,342	\$53,585,342	
BJE400	plastic	0	0	0	0	0	0	0	0	15,860	56,031	96,163	46,348	4,832	40,964	229	\$25,162,291	\$25,162,291	\$25,162,291		
BJE410	plastic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	229	\$25,162,291	\$25,162,291	\$25,162,291		
BJE500	metal in Plastic lid	0	0	0	0	0	0	0	0	0	6,698	21,929	33,664	10,246	3,399	81,138	249	\$20,253,162	\$20,253,162	\$20,253,162	
BJE510	metal in Plastic lid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	219	\$63,541,971	\$63,541,971	\$63,541,971		
BJE520	metal in Plastic lid	0	0	0	0	0	0	0	0	0	4,939	12,561	57,553	8,832	22,762	50,937	15,553	\$8,647,080	\$8,647,080	\$8,647,080	
BB001E	metal in Plastic lid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	449	\$186,837,880	\$186,837,880	\$186,837,880		
BB1520	metal in Plastic lid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	449	\$20,523,176	\$20,523,176	\$20,523,176		
BB1840	metal in Plastic lid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	529	\$4,332,510	\$4,332,510	\$4,332,510		
<b>TOTAL</b>	-	-	10,000	39,040	105,743	193,800	315,516	374,795	400,100	444,755	528,574	592,770	366,365	560,745	3,965,175	\$916,937,927	\$612,851,146	\$612,851,146	\$612,851,146		

these figures are relative values only; based on Aus's retail prices

quantity shipped

is accurate

*Richard H.*

**Total Quantity shipped of Juicers range from Kolvin**

Last 4 years of juicers shipped from our China supplier to worldwide

Juicers	feedtube type	2007	2008	2009	2010	TOTAL UNITS	Australian dollar relative retail price	total retail sales plastic feedtube approx	total retail sales metal feedtube approx
BJE200	plastic	72,234	54,341	62,198	90,123	278,896	169	\$47,133,424	
BJE200C	plastic	45,597	30,860	6,060	31,853	114,370	179	\$20,472,230	
JE90	plastic	16,322	14,919	26,175	34,184	91,600	199	\$8,228,400	
JE95	plastic	144,131	196,191	110,794	85,218	536,334	199.95	\$107,239,983	
JE70	plastic	6,000	3,580	7,200	3,600	20,380	179	\$3,648,020	
BJE400	plastic	96,163	46,348	4,832	40,964	188,307	229	\$43,122,303	
BJE410	plastic	0	25,500	47,855	36,524	109,879	229	\$25,162,291	
JE98XL	plastic	0	0	0	60,874	60,874	170	\$10,348,580	
BJE500	metal in plastic lid	21,929	33,864	10,248	8,399	74,440	249	\$18,535,560	
BJE510	metal in plastic lid	53,436	63,886	38,328	72,099	227,749	279	\$63,541,971	
BJE520	metal in plastic lid	0	0	13,367	15,553	28,920	299	\$8,647,080	
800JE	metal in plastic lid	72,762	100,847	28,217	50,937	262,763	449	\$113,490,587	
BJE820	metal in plastic lid	0	12,434	11,091	22,197	45,722	449	\$20,529,178	
BJB840	metal in plastic lid	0	0	0	8,190	8,190	529	\$4,332,510	
<b>TOTAL</b>		<b>628,674</b>	<b>682,770</b>	<b>366,366</b>	<b>660,716</b>	<b>2,038,424</b>		<b>\$276,366,231</b>	<b>\$229,076,886</b>


this number is accurate

these figures are relative  
value only based on Aus  
retail prices

Robert H.

Total Breville Juicers shipped to USA & Canada - first sales of JE90 began in 2003

Juicers	feedtube type	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL UNITS	rec retail price \$US approx only 2011	total plastic feedtube approx total retail	total metal feedtube approximate total retail
BJE200	plastic	0	0	0	58,088	7,140	37,410	47,066	46,005	195,709	99.99	\$19,568,942.91		
BJE200C	plastic	0	0	0	0	8,060	8,907	1,618	0	0	18,616	129.99	\$2,419,763.85	
JE90	plastic	0	54,329	67,545	50,583	21,891	3,876	5,140	18,260	26,038	247,667	129.99	\$32,194,233.33	
JE95	plastic	0	0	23,300	62,270	63,560	41,860	104,970	72,300	10,650	378,910	149.99	\$56,832,710.90	
JE98XL	plastic	0	0	0	0	0	0	0	0	0	60,564	149.99	\$9,083,994.36	
BJE510	metal in plastic lid	0	0	0	0	10,184	22,390	27,822	35,230	95,626	199.99	\$19,124,243.74		
800JIE	metal in plastic lid	0	0	3,000	29,269	34,013	22,802	43,137	23,512	35,771	191,304	299.99	\$57,389,296.96	
BJE820	metal in plastic lid	0	0	0	0	0	8,560	6,172	3,758	18,490	399.99	\$7,395,815.10		
BJBB40	metal in plastic lid	0	0	0	0	0	0	0	0	5,362	499.99	\$2,680,946.38		
<b>TOTAL</b>		<b>0</b>	<b>64,329</b>	<b>93,845</b>	<b>142,127</b>	<b>186,642</b>	<b>94,669</b>	<b>223,225</b>	<b>196,132</b>	<b>223,378</b>	<b>1,212,247</b>		<b>\$120,099,645.35</b>	<b>\$86,590,292.18</b>

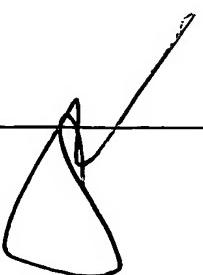
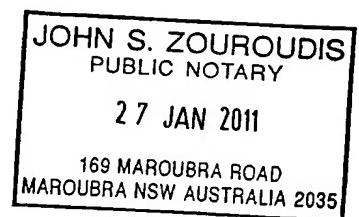
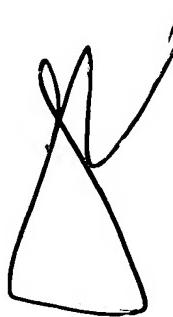
Rick Hs

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### **EXHIBIT RH-05**

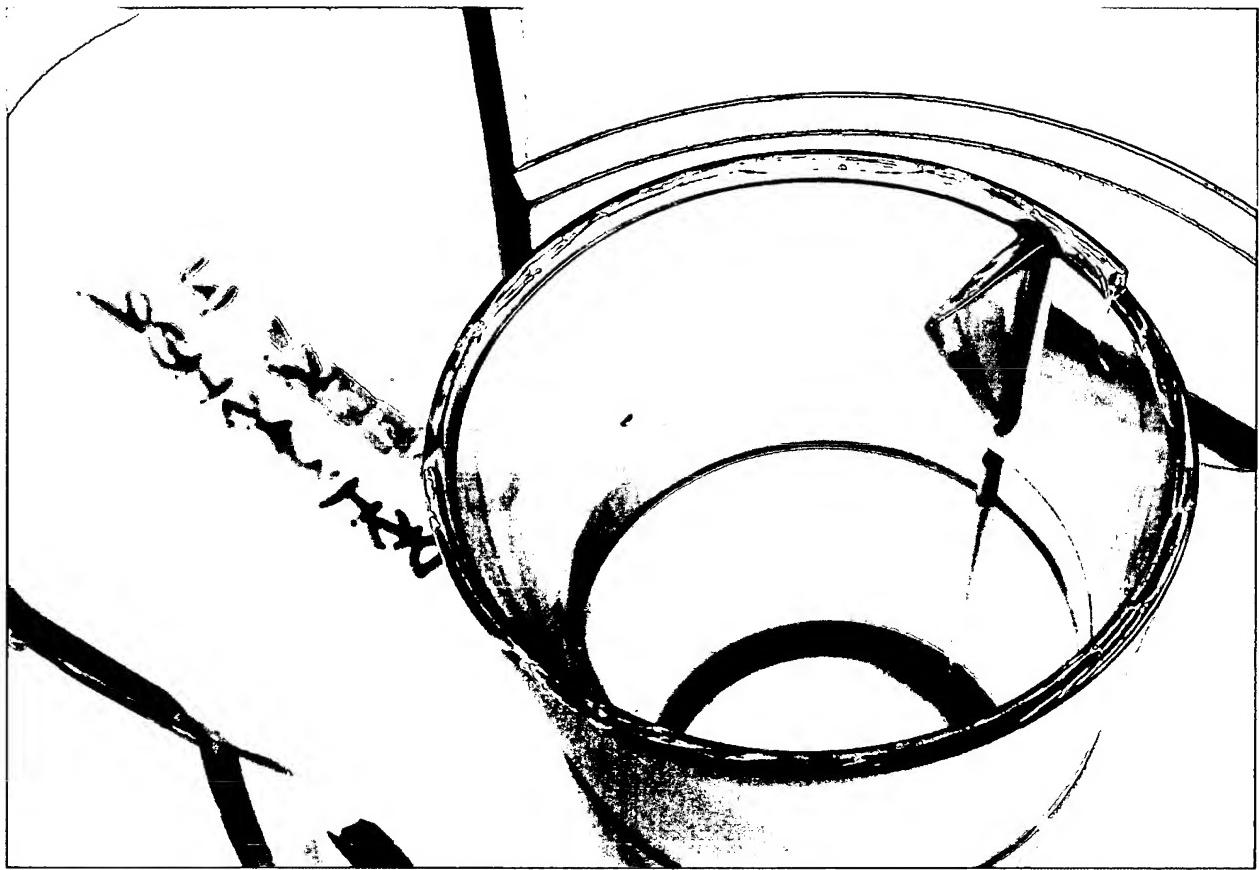
The attached is Exhibit "RH-05" referred to in Paragraph [022] of the Affidavit of **Richard Hoare**.

*Richard Hoare*

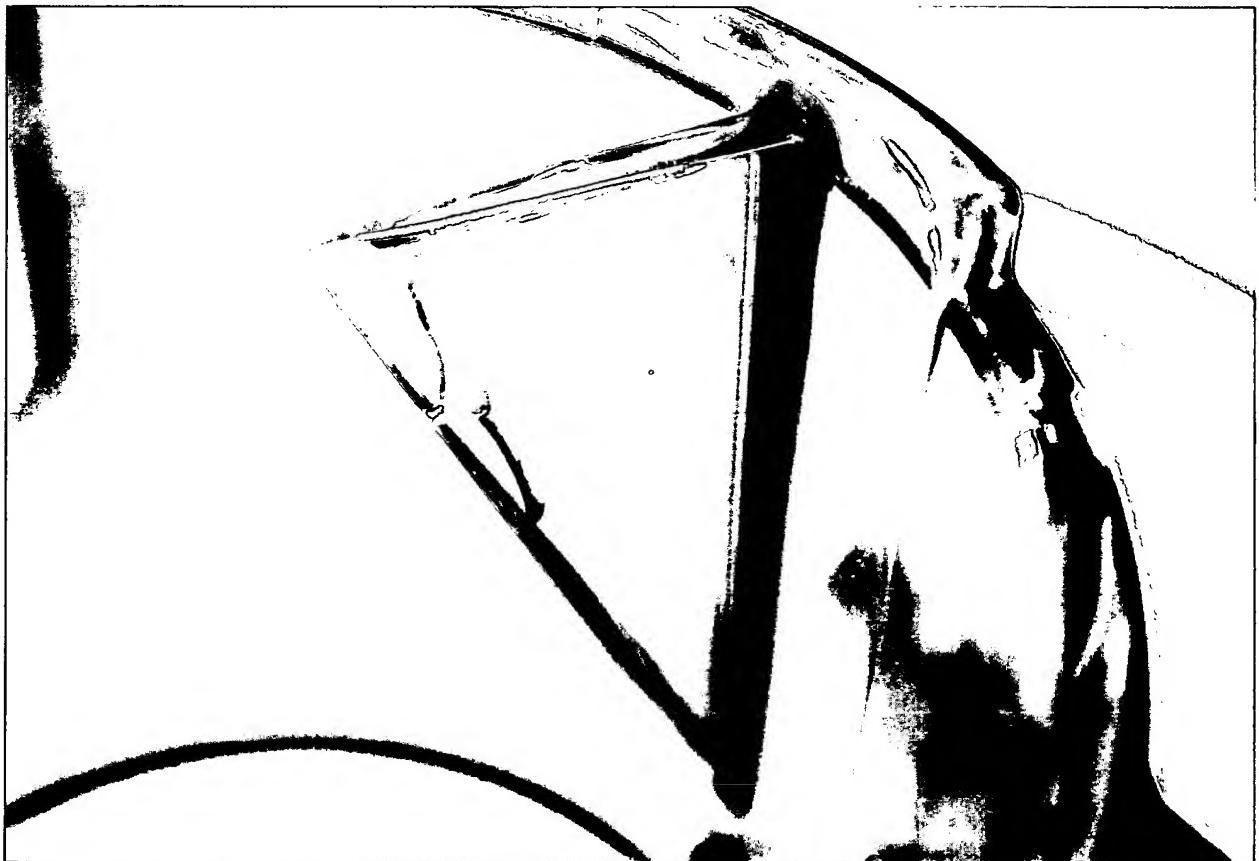


*Richard Hoare*

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JE90 lid dishwasher testing after 6 weeks



JE90 lid dishwasher testing knife stress cracking

Dick Hoss

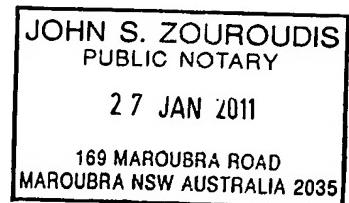
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**EXHIBIT RH-06**

The attached is Exhibit "RH-06" referred to in Paragraph [024] of the Affidavit of **Richard Hoare**.

*Richard Hoare*

*[Signature]*



*[Signature]*

*Richard Hoare*

INTERNAL USE ONLY

SERVICE CENTRE ADVICE

**PRODUCT CHANGE NOTICE:**

DATE: 11<sup>th</sup> MARCH 2003

BRAND: BREVILLE

MODEL No: JE90J

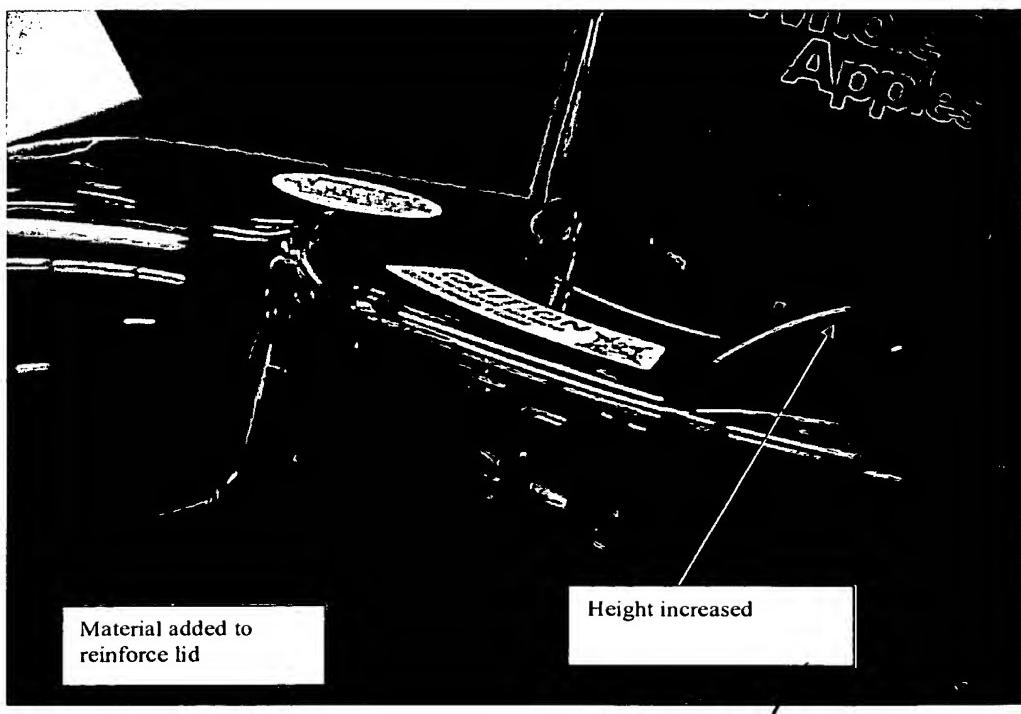
PRODUCT DESCRIPTION: PROFESS JUICE FOUNTAIN

PRODUCTION DATE CODE OF CHANGE: 301

**CHANGE DESCRIPTION/DETAILS:**

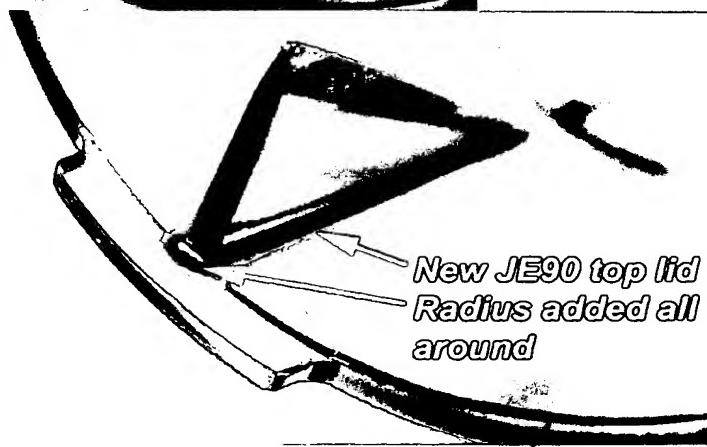
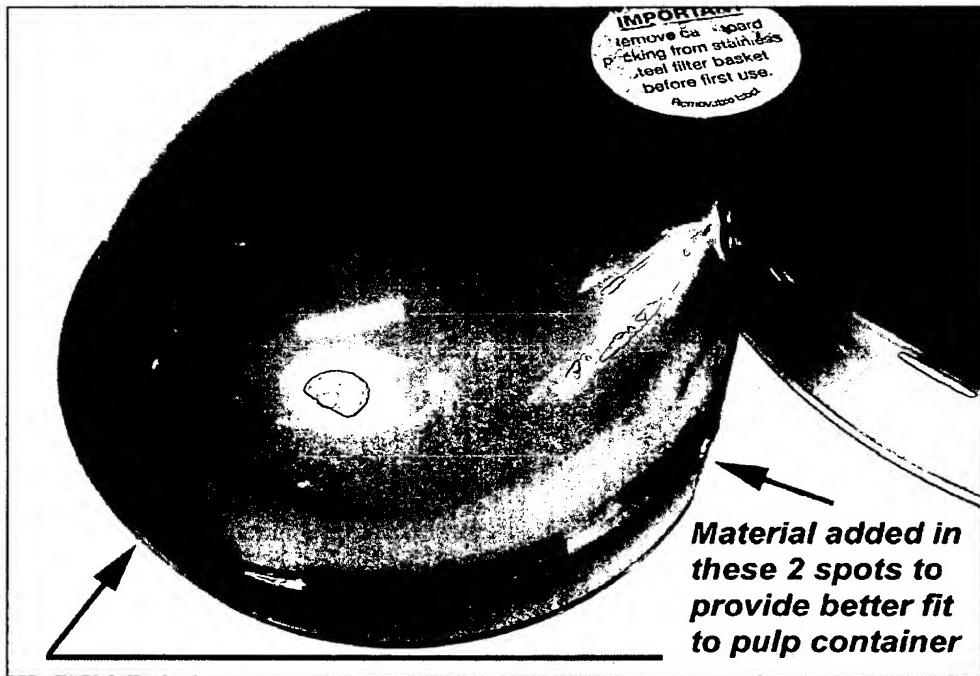
Top lid modified as shown below

- Increased lock ramp height.
- material added to the front of the lid to improve fit to the pulp container.
- the radius around the knife in the feedtube has been softened. (this was implemented to production before the lock ramps were changed)



J

Riddersthorpe



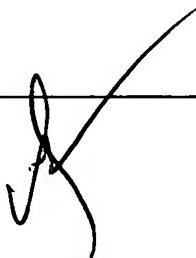
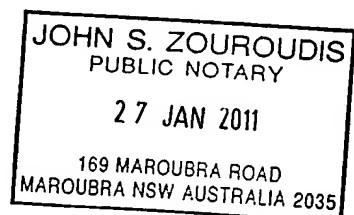
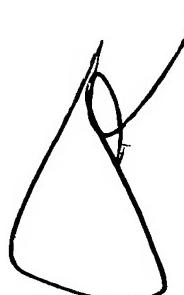
Ridout

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**EXHIBIT RH-07**

The attached is Exhibit “**RH-07**” referred to in Paragraph [026] of the Affidavit of **Richard Hoare**.

*Richard Hoare*



*Richard Hoare*

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BREVILLE R. & D. PTY. LTD.

Keith | RICHARD

**TO:** JOE HERSCHE: BARB AND MIKE DELAUNAY.  
**FROM:** JOHN O'BRIEN.  
**SUBJECT:** J.E. 200.  
**DATE:** JANUARY 7, 2003.

Further to my note of January 2 re: JE.200 and McDonalds:

SUMMARY OF THE JE.90J IN AUSTRALIA UNTIL YEAR ENDED DECEMBER, 2002.:

The JE.90 sales value was just over \$16 million at a G.P. of 45%.

Number of Units sold in Australia only: 119,273.

The two-speed model JE.90 to be introduced in the first half of this year and later on will probably have a Wheat-Grass Juicer attachment. I feel, this fills the need of the domestic user in every way.

Later the low cost model that Keith is working on will cover the cost segment of the juice extractor market.

The JE.200 , if sold domestically, at - say - \$499.00

W I L L N O T

produce volume. How many people are going to pay \$499 when the <sup>je.90</sup> <sub>2 Speed</sub> \$199 fills all the requirements.

The JE.200 should only be sold commercially and I think would be fine at - say - \$US.850, or higher. - Needs evaluation.

We should approach the big chains - i.e. McDonalds; Kentucky Fried Chicken; Burger King etc. direct; and then you need in other countries commercial distributors.

b.s.a.4

In Australia, I think we can do it direct - mailing outlets with a video.

In summary I cannot see what we would gain by selling the JE.200 domestically; but I can see that if we sold it commercially we would be amply rewarded.

RICHARD

- 2 -

The JE.200 with the Italian Motor was tested at Centrepoin for five months. The only problem was with the plastic knife breaking from time to time. The production model will have a stainless steel knife.

JOHN O'BRIEN,  
Chairman.

P.S. We cannot "run with the hare and hunt with the hounds"!

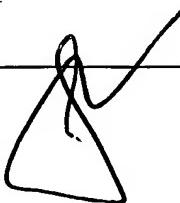
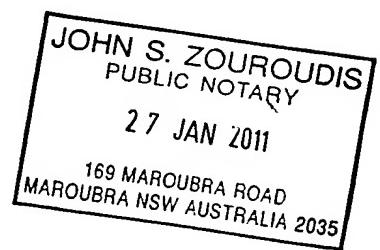
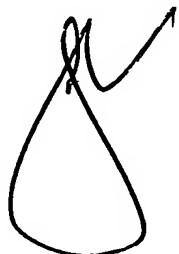
Ronald Hes

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**EXHIBIT RH-08**

The attached is Exhibit "RH-08" referred to in Paragraph [028] of the Affidavit of **Richard Hoare**.

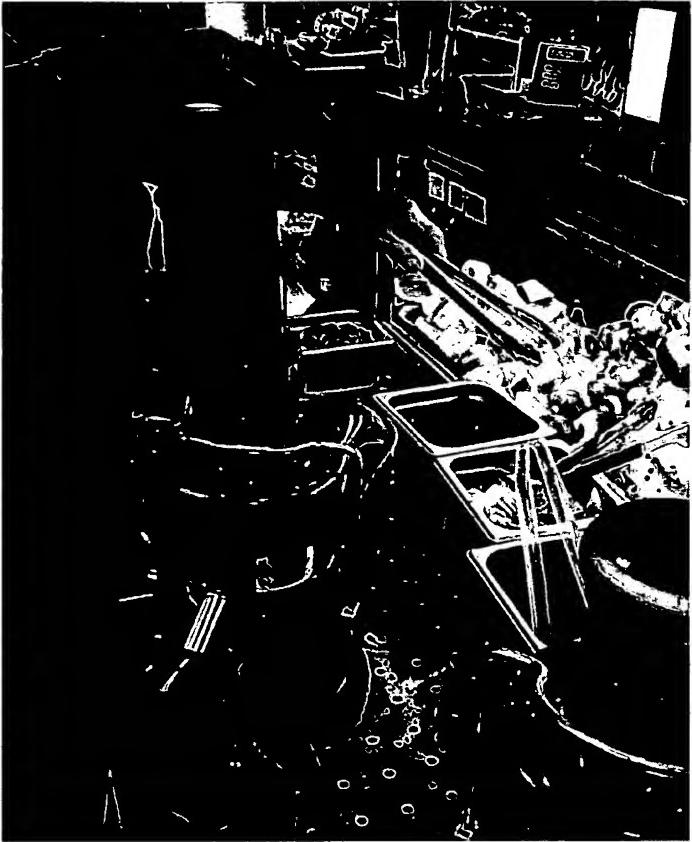
*Richard Hoare*



*Richard Hoare*



Juicebartesting-01



Juicebartesting-05

A handwritten signature in black ink, appearing to read "Richard Hee". The signature is fluid and cursive, with a large, stylized 'R' at the beginning.

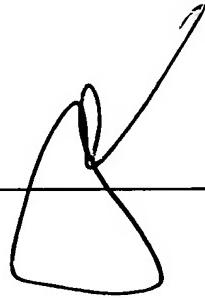
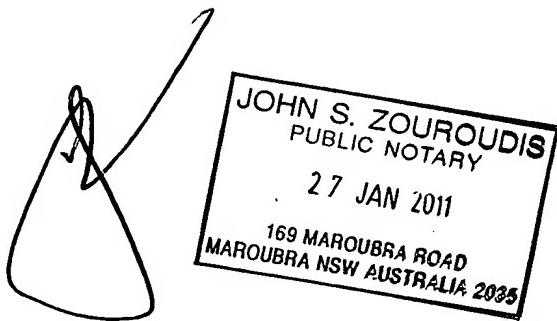
Richard Hee

---

**EXHIBIT RH-09**

The attached is Exhibit "RH-09" referred to in Paragraph [029] of the Affidavit of **Richard Hoare**.

*Richard H*



*Richard Hoare*

# Breville R & D Pty Ltd

RESEARCH AND DEVELOPMENT OF INNOVATIVE ELECTRICAL APPLIANCES

ABN 98 000 092 928

BREVILLE PTY LTD.  
BUILDING 2, PORT  
AIR INDUSTRIAL ESTATE  
1A HALE STREET, BOTANY NSW 2019  
TELPHONE: (61-2) 9384-8100  
FAX: (61-2) 9700-1357

## Facsimile Transmission

Date: 06.05.02

Total Pages 4

To: Joe Hersch

From: Steve McClean

Company: Model Shop

REF.:  
  
\_\_\_\_\_

CC: Barb Obrien, John Obrien, Viola Cheung, John McClean

Subject: JE 200

Hi Joe

Alan Worsley from the fresh juice bar at centerpoint has replaced 3 large commercial juicing machines with 2 JE200. These machines have been used every day over the last 3 months processing up to 100kg a day. The main advantages over the larger machines are.

- (1) A higher rate of juice per kg of fruit. Alan believes that 20% more juice can be achieved over the larger machines.
- (2) The smaller area of the machine therefor saving bench space.
- (3) Less time spent in preparation due to the larger feed tube.

Please see the results of Alan's questionnaire.

Best regards,  
Steve McClean

Notice as to Confidentiality: The information contained in this facsimile ('fax') is intended for the eyes of the named recipient/addressee ONLY. If you are not the intended addressee/recipient of this fax, you must not read, copy, distribute or take any action in reliance on it. If you have received this fax in error, please notify the sender by telephone advise immediately, so that arrangements may be made for the retrieval of the original fax sent at no cost to you.

Ridder

Please fax this back by Friday the 19<sup>th</sup> April 2002

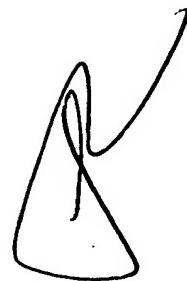
**Attention: Justine Magafas  
Fax No: 02) 9700 1289**

Name of test user: FR6511 JUICE BAR ALAN WORSLEY  
Establishment Name: CENTRE POINT  
Contact Phone: 9231 6042

BREVILLE  
PRODUCT TESTING QUESTIONNAIRE  
Juice Fountain Professional Testing Trial No 1  
Model JE200

**Ease of Use**

	<b>Ratings</b> (Please circle)	<b>Your comments/Suggestions</b>
	Please rate from 1 to 5 1 = Very good 5 = Very difficult	
<b>Ease of general Use</b>	(1) 2 3 4 5	
<b>Ease of assembling unit</b>	(1) 2 3 4 5	HARD TO DISASSEMBLE AFTER HEAVY USE
<b>Use of switches</b>	(1) 2 3 4 5	
<b>Cleaning of unit</b>	(1) 2 3 4 5	



2  
Richard

**Fruits and vegetables**

What were the results when juicing the following fruits and vegetables?

	<b>Ratings</b> (Please circle)					<b>Your comments/Suggestions</b>
	Please rate from 1 to 5 1 = Excellent result 5 = Poor result Note: Use 'X' if fruit or vegetable was not used					
<b>Apple</b>	1	2	3	4	5	sometimes apple etc just missed blade
<b>Pineapple</b>	1	2	3	4	5	
<b>Orange (Peeled)</b>	1	2	3	4	5	
<b>Strawberries</b>	1	2	3	4	5	
<b>Melon</b>	1	2	3	4	5	
<b>Pear</b>	1	2	3	4	5	
<b>Carrot</b>	1	2	3	4	5	
<b>Celery</b>	1	2	3	4	5	
<b>Beetroot</b>	1	2	3	4	5	
<b>Tomato</b>	1	2	3	4	5	
<b>Others &amp; Combinations</b> List below	1	2	3	4	5	
Ginger	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	
	1	2	3	4	5	

**Usage of Juicer**

<b>Did you use daily or weekly?</b>	<b>If so approx how often</b>	<b>Please tick</b>
For daily usage	More than 20 times per day	100 <i>1 everyday</i>
	Between 10 to 20 times per day	
	Between 1 to 10 times per day	
For weekly usage	More than 5 times per day	
	1 to 5 times per week	

2. What were the main fruits or vegetables you used this juicer for?

*bananas, berries, Apple, Pineapple, Oranges, Watermelon*

3. How would you rate the visual appeal of the unit? (Please circle)

A) Very appealing

B) Appealing

C) Unappealing

4. What are the best features of the Commercial Juice Fountain Professional?

*its nice slim line*

5. Did you find any problems with the unit?

*Fault of testing P.C.B. Problem*

6. What improvements would you suggest?

*Easy Dismantle area*

7. In comparison with other juicers, did you find this juicer easy to clean?

*Y 65*

8. Would you purchase this juicer? (Please circle)

Yes

No

Not sure

9. How much would you expect to pay for this juicer? *\$ 700*

Thank you for completing this questionnaire.

If you have any further questions please contact Justine Magafas 9384 8113.

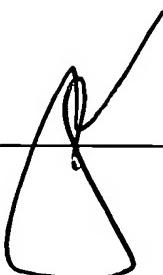
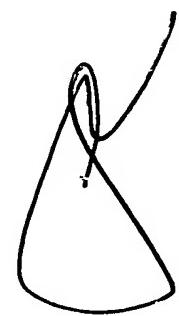
4  
Richard

---

**EXHIBIT RH-10**

The attached is Exhibit “**RH-10**” referred to in Paragraph [032] of the Affidavit of **Richard Hoare**.

*Richard Hoare*



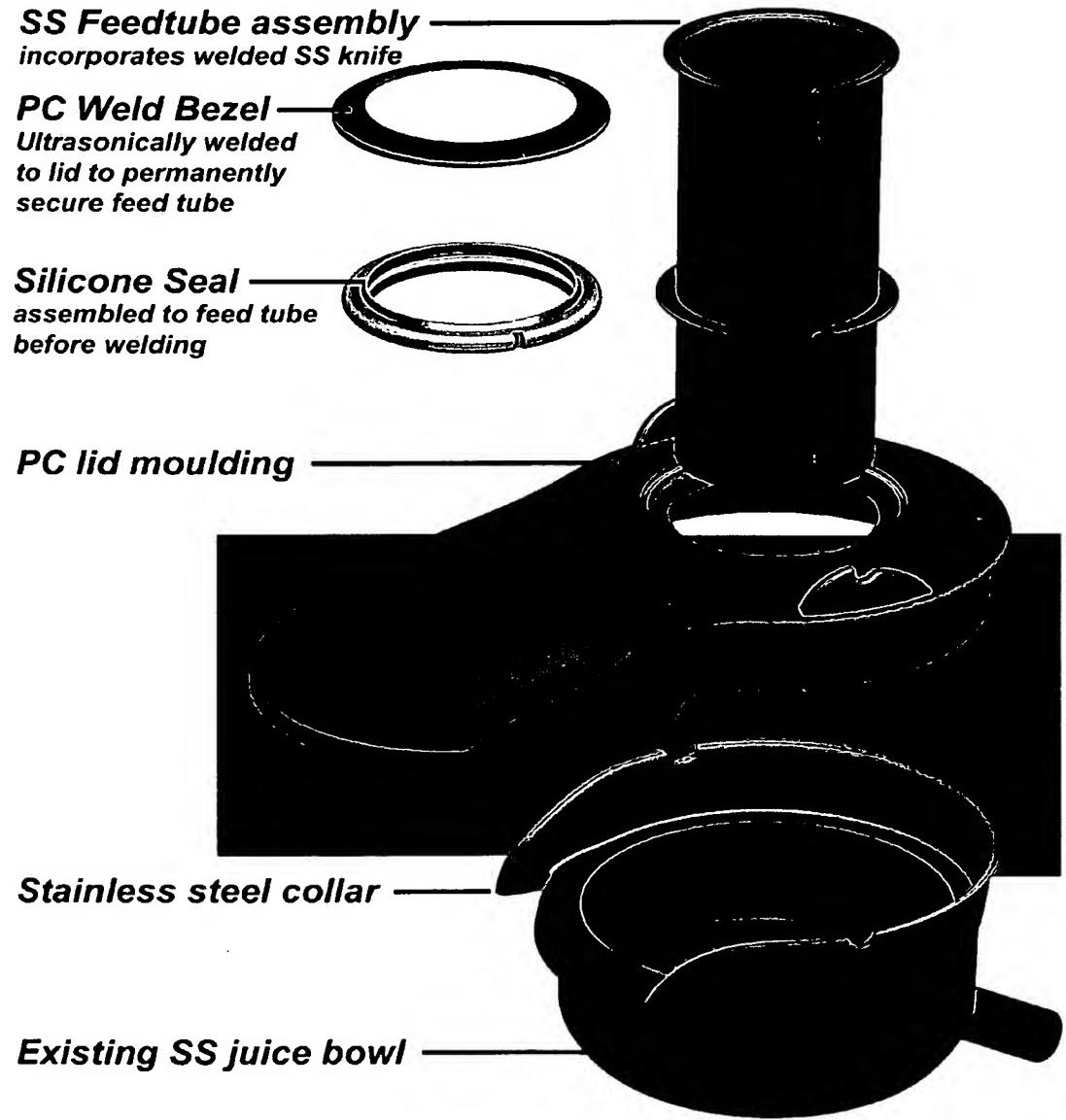
*Richard Hoare*



RH-10A

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A handwritten signature in black ink, appearing to read "Richard Hens". The signature is fluid and cursive, with a prominent loop on the left side.



August 2002  
RH-10B

*Ronald Hse*



August 2002

RH-10C

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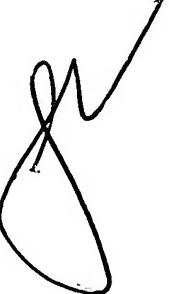
A hand-drawn signature consisting of a stylized 'K' shape with a small circle at the top, followed by a curved line.

Daniel Hs

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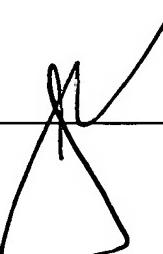
**EXHIBIT RH-11**

The attached is Exhibit “**RH-11**” referred to in Paragraph [036] of the Affidavit of **Richard Hoare**.

*Richard Hoare* 

  
JOHN S. ZOUROUDIS  
PUBLIC NOTARY  
27 JAN 2011  
169 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035

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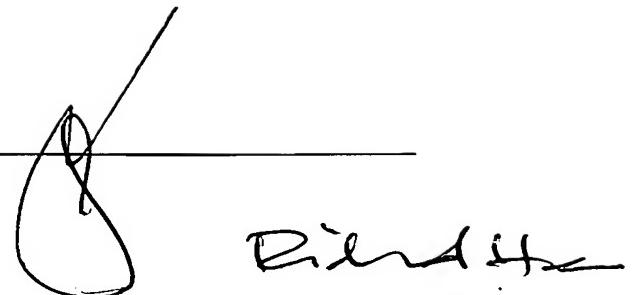
 *Richard Hoare*

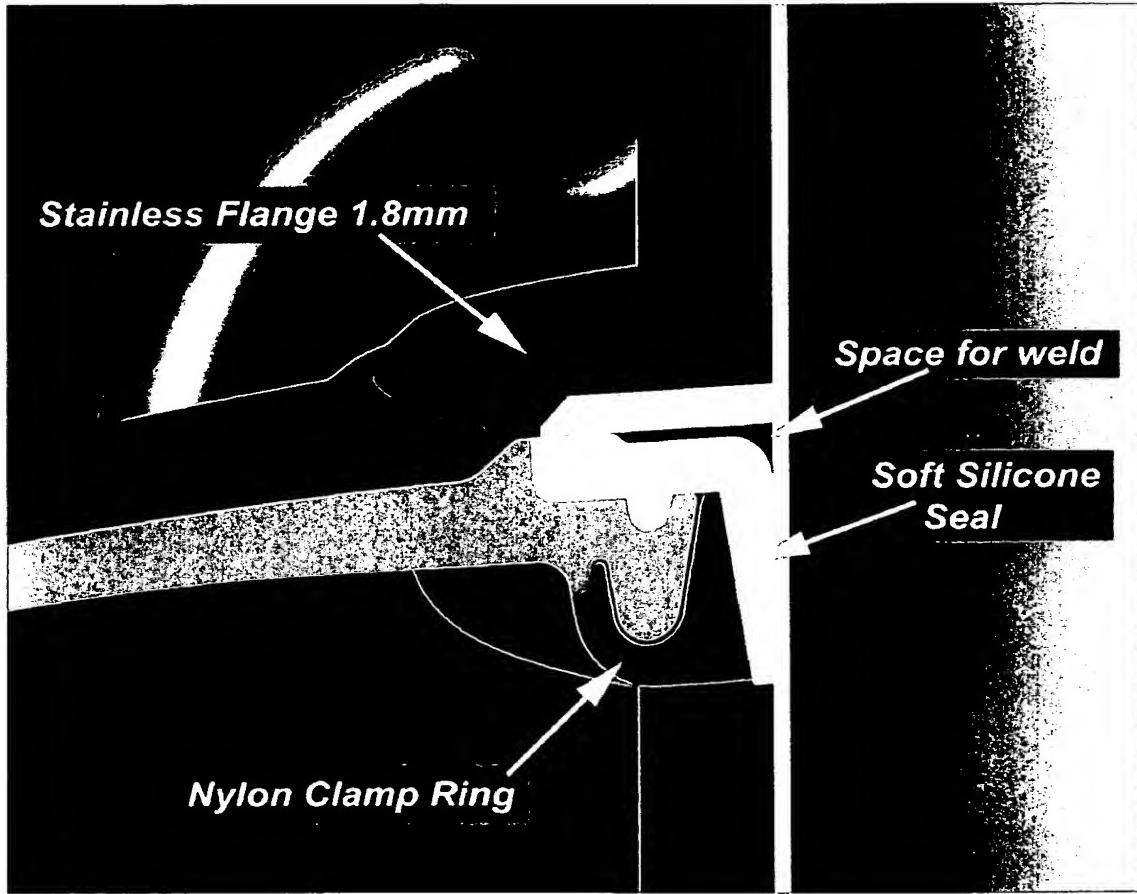


**November 2002**

**RH-11A**

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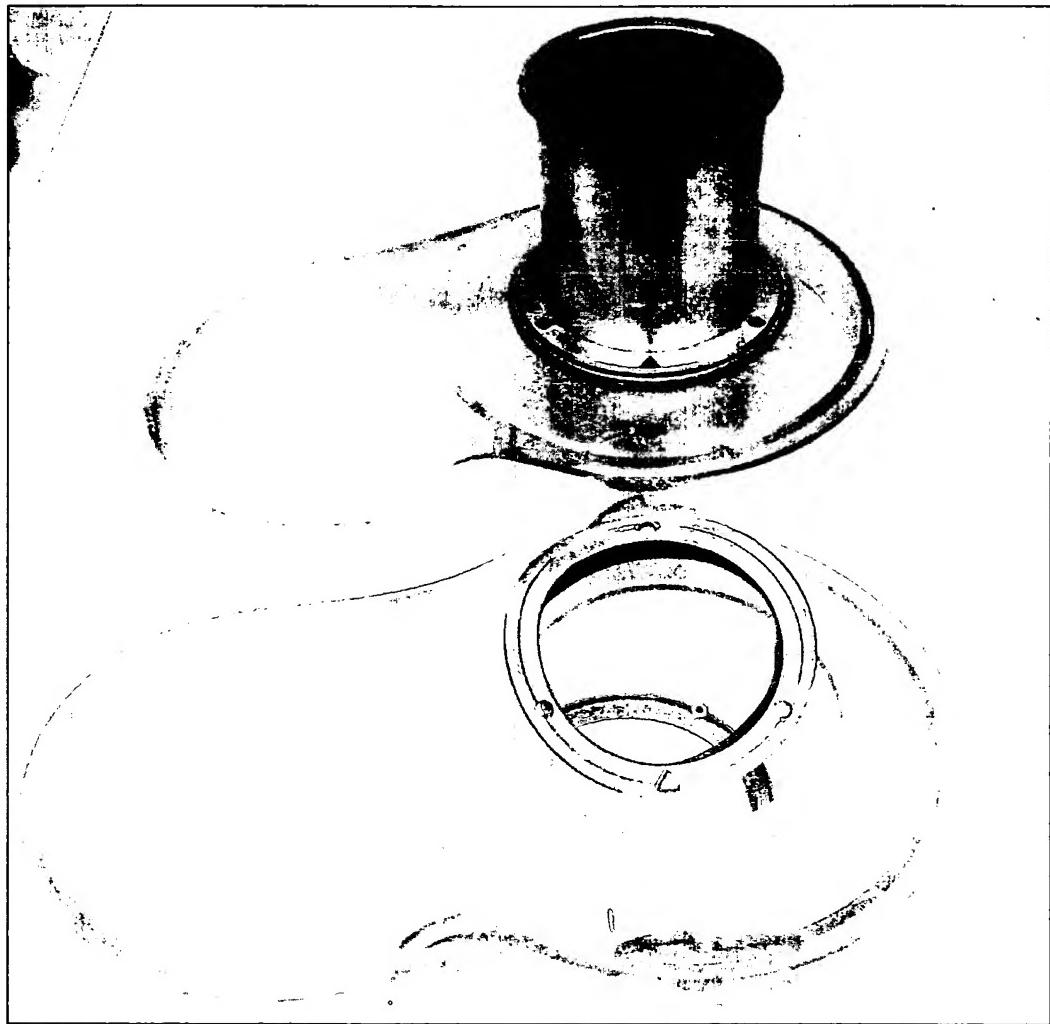




November 2002  
RH-11B

7

Dick Hansen



**November 2002**

**RH-11D**

---

A handwritten signature in cursive script, reading "Eiert Hrs". A large, stylized arrow points from the left towards the signature, ending with an arrowhead pointing directly at it.



RH-11E

---

Dick Hs

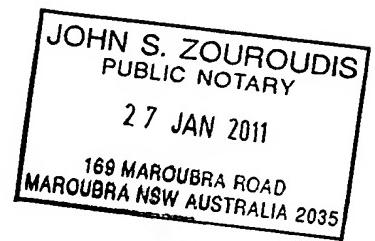
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### **EXHIBIT RH-12**

The attached is Exhibit “**RH-12**” referred to in Paragraph [037] of the Affidavit of **Richard Hoare**.

*Richard Hoare*

*J.S.*



*J.S.*

*Richard Hoare*

*FAXED*

## BREVILLE PTY LIMITED

ABN 98 000 092 928

Private Bag 2000, Botany NSW 2019  
Building 2, Port Air Industrial Estate  
1a Hale Street NSW 2019

PURCHASE ORDER

24217

DATE 6 Dec 02

To

SOLID CONCRETS,  
UNIT 1, 5 HARVARD WAY  
CANNING VALE, WA.

Telephone:  
(02) 9384 8100  
Fax:  
(02) 9700 1289

Please Supply in good order and condition According to our Instructions

QUANTITY	DESCRIPTION	PRICE
1	SLA'S, SILICONE MOULDS, 5 OFF CASTINGS OF EACH PART AS LISTED IN E-MAIL DEC 4. AS PER YOUR QUOTATION 8384.	SLA'S \$155 MOULDS 4880 5K CASTINGS 2550
		EX GST TOTAL \$ 11,585
		+ POSTAGE & HANDLING.

DELIVERY AND OTHER INSTRUCTIONS

→ KEITH HENSEL (MOBILE 0409 209774)  
BREVILLE RECEPTION DESK, BUILDING 2  
PORT AIR INDUSTRIAL ESTATE  
1A HALE ST, BOTANY, NSW 2019

IMPORTANT

INVOICE MUST ACCOMPANY GOODS AND SHOW OUR ORDER NUMBER

All goods delivered after 25th of month to be invoiced as 1st of following month.

Please mark quantities on each package.

We pay CASH or C.O.D. for appropriate discounts. PLEASE ADVISE.

I hereby quote sales tax registration number 2 789 762.  
For and on behalf of the Public Officer Paul Brian Milburn.

*Keith Hensel*

Signature of authorised person.

Date

*Redacted Hss*



Date: 02-Dec-02  
 Breville  
 Building 2, Port Air Industrial Estate  
 1A Hale Street  
 Botany NSW 2019

**THIS IS NOT A TAX INVOICE**  
 Quote No. 8384  
 Attention: Keith Hensel  
 Phone 02 9384 8137  
 Fax: 02 9700 1289

DESCRIPTION	AMOUNT
<b>STEREOLITHOGRAPHY</b>	
Plastic Lid	AUD \$ 1,520.00
Pulp Container	AUD \$ 1,700.00
Stainless Collar	AUD \$ 525.00
Fixing Ring	AUD \$ 200.00
Silicon Ring	AUD \$ 210.00
<b>SELECTIVE LASER SINTERING</b>	
Pulp Container x 3 - 4 Working Days	AUD \$ 4,375.00
<b>VACUUM CASTING - Duplication in ABS Material</b>	
Plastic Lid - Preparation of silicon moulds at \$ 175.00 per set x 3	AUD \$ 1,500.00 AUD \$ 525.00
Pulp Container - Preparation of silicon moulds at \$ 175.00 per set x 3	AUD \$ 1,855.00 AUD \$ 525.00
Stainless Collar - Preparation of silicon moulds at \$ 65.00 per set x 3	AUD \$ 815.00 AUD \$ 195.00
Fixing Ring - Preparation of silicon moulds at \$ 50.00 per set x 3	AUD \$ 355.00 AUD \$ 150.00
Silicon Ring - Preparation of silicon moulds at \$ 45.00 per set x 3	AUD \$ 335.00 AUD \$ 135.00
<b>POSTAGE AND HANDLING (per parcel sent)</b>	AUD TBA
<b>DELIVERY * 4 days stereolithography, followed by 3 days mould preparation, producing 1-2 sets of cast per day thereafter</b>	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
<b>G.S.T.</b>	AUD TBA
<b>TOTAL</b>	AUD TBA

Note: This delivery time is an estimate based upon current workload.  
 Should you accept this quotation we will supply an accurate delivery  
 Schedule upon receipt of your files and a purchase order.

Francois Primon

5 Harvard Way, Canning Vale, Western Australia, 6155  
 Telephone: (08) 9455 5377 Facsimile: (08) 9455 5344  
 ABN: 46 009 301 553  
 Email: [prototype@solid-concepts.com.au](mailto:prototype@solid-concepts.com.au)  
<http://www.solid-concepts.com.au>

*[Handwritten signature]*

**Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Wednesday, December 04, 2002 8:16 AM  
**To:** 'prototype@solid-concepts.com.au'  
**Subject:** RE: Quote 8384

Tulan, Francois,

Please go ahead with your quote 8384 as follows:

Please prepare SLAs of all 5 parts as outlined.

Please prepare Vacuum casting moulds of all 5 parts as outlined.

We will go ahead with 5 parts from each mould.

**Plastic Lid:** clear (transparent) parts in high gloss. Please ensure SLAs are finished to high level before separation of mould

**Pulp Container:** Please add the additive to the urethane to make the parts look like metal.

**Stainless Collar:** As discussed, please add the additive to the urethane to make the parts look like metal

**Fixing Ring:** Please add the metallic additive to these parts also.

**Silicone Ring:** Approx 40 shore A. Please colour match the silicone ring to a metallic grey that looks like the other components.

I will fax through an order tomorrow. The order number will be **24217**

Regards

Keith

(C)

-----Original Message-----

**From:** prototype@solid-concepts.com.au [mailto:prototype@solid-concepts.com.au]  
**Sent:** Monday, December 02, 2002 4:20 PM  
**To:** Keith Hensel  
**Subject:** Quote 8384

This email has been scanned by MAILsweeper.  
You should now scan all attachments using your desktop AV scanner.

Keith,

Please find attached our quote as requested.

Regards,  
Tulan



---- Original Message ----

**From:** [Keith Hensel](#)  
**To:** [prototype@solid-concepts.com.au](mailto:prototype@solid-concepts.com.au)  
**Sent:** Monday, December 02, 2002 8:28 AM  
**Subject:** Quotation for SLAs and castings: Email 1 of 2

Good morning,

In the following e-mail I will send 5 x "stl" files for quotation.  
(Note: These are basically the same parts as in your previous Quotation 8109)

We are after multiple parts:

**Plastic lid**

SLA

Silicone tool (part needs to be finished to high gloss level)  
3x Castings in "water clear" urethane (high gloss level)  
(please quote also on cost for extra castings)

**Pulp Container**

**Option 1: 3 x SLS parts**

(We have had a problem with the previous SLA pulp containers that they have broken easily, so we will go with SLS and hand finish).

**Option 2: Castings**

SLA + Silicone tool (part needs to be finished to medium level)  
3x Castings in urethane (please quote also on cost for extra castings)  
We require a minimum of 3 of these parts, I am not sure how hard this will be to cast, perhaps you could make a recommendation on whether it is more cost effective to cast or simply to produce 3x SLS parts.

**Stainless Collar**

SLA tough

Silicone tool (part needs to be finished to medium level)  
3x Castings in low melt metal alloy to simulate look stainless steel. What alloy would you recommend?  
Note: This part will be 1mm SS, but I will thicken it up for the prototype. Let me know how much would you like me to thicken it up 1.5? 1.8?

(please quote also on cost for extra castings)

<<Stainless Collar.jpg>>

**Fixing Ring**

SLA tough

3x parts required

Note part fits in underside of plastic lid. (See JPEG:- this part is labelled nylon fixing ring in JPEG)

<<feedtube section.jpg>>

**Silicone Ring**

SLA

Dickie H

(please quote also on cost for extra castings)

Please quote on \$ and timing for the above ASAP (each part separately please), as if we decide to go ahead I need to have these models built up to "photographic level" before Christmas.

Thanks and Regards

Keith

*Principal Designer*

**Housewares International**

Mobile +61 (0) 409 209 774

\*\*\*\*\*  
This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager.

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[www.mimesweeper.com](http://www.mimesweeper.com)

\*\*\*\*\*



*Richard Hs*

C  
C

JEZ200 Mock-ups from Solid Concepts

Component	SLA	Silicone Mould	Total	Individual Part Cost	Number of parts	Total for Parts
Plastic Lid	\$1,520.00	\$1,500.00	\$3,020.00			\$175.00
Pulp Container	\$1,700.00	\$1,855.00	\$3,555.00			\$175.00
Stainless Collar	\$525.00	\$815.00	\$1,340.00			\$65.00
Fixing Ring	\$200.00	\$355.00	\$555.00			\$50.00
Silicone Ring	\$210.00	\$355.00	\$565.00			\$45.00
<b>Totals</b>	<b>\$4,155.00</b>	<b>\$4,880.00</b>	<b>\$9,035.00</b>	<b>\$510.00</b>	<b>3</b>	<b>\$1,530.00</b>

Total for 3 sets

\$9,035.00	\$510.00	5	\$2,550.00
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Total for 5 sets

\$9,035.00	\$510.00	10	\$5,100.00
------------	----------	----	------------

Total for 10 sets

\$9,035.00
------------

Daniel H

**Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Monday, December 02, 2002 2:20 PM  
**To:** 'prototype@solid-concepts.com.au'  
**Subject:** New file for Stainless Collar: thickened to 1.6mm

Francois,

After our discussion this afternoon, I have decided to thicken up the Stainless Collar component to increase the strength of the Urethane casting. (was 1.0 now 1.6mm)

Please find the new file attached

Regards

Keith



Stainless-Collar-1.6  
.stl (1 MB...)



Ridnitha

## **Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Monday, December 02, 2002 11:29 AM  
**To:** 'prototype@solid-concepts.com.au'  
**Subject:** Quotation for SLAs and castings: Email 1 of 2

Good morning,

In the following e-mail I will send 5 x "stl" files for quotation.  
(Note: These are basically the same parts as in your previous Quotation 8109)

We are after multiple parts:

### **Plastic lid**

SLA

Silicone tool (part needs to be finished to high gloss level)  
3x Castings in "water clear" urethane (high gloss level)  
(please quote also on cost for extra castings)

### **Pulp Container**

#### ***Option 1: 3 x SLS parts***

(We have had a problem with the previous SLA pulp containers that they have broken easily, so we will go with SLS and hand finish).

#### ***Option 2: Castings***

SLA + Silicone tool (part needs to be finished to medium level)

3x Castings in urethane (please quote also on cost for extra castings)

We require a minimum of 3 of these parts, I am not sure how hard this will be to cast, perhaps you could make a recommendation on whether it is more cost effective to cast or simply to produce 3x SLS parts.

### **Stainless Collar**

SLA tough

Silicone tool (part needs to be finished to medium level)

3x Castings in low melt metal alloy to simulate look stainless steel. What alloy would you recommend?

Note: This part will be 1mm SS, but I will thicken it up for the prototype. Let me know how much would you like me to thicken it up 1.5? 1.8?  
(please quote also on cost for extra castings)



Stainless Collar.jpg  
(48 KB)

### **Fixing Ring**

SLA tough

3x parts required

Note part fits in underside of plastic lid. (See JPEG:- this part is labelled nylon fixing ring in JPEG)



feedtube  
section.jpg (38 KB)



Roland Hensel

SLA

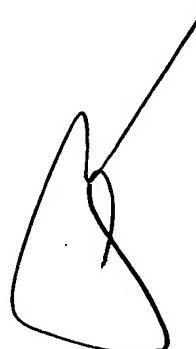
Silicone tool (part needs to be finished to medium level)  
3x low durometer castings approx 40 shore A colours to be specified  
(please quote also on cost for extra castings)

Please quote on \$ and timing for the above ASAP (each part separately please), as if we decide to go ahead I need to have these models built up to "photographic level" before Christmas.

Thanks and Regards

Keith

*Principal Designer*  
**Housewares International**  
Mobile +61 (0) 409 209 774



Rien Haze

**Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Monday, December 02, 2002 11:33 AM  
**To:** 'prototype@solid-concepts.com.au'  
**Subject:** Quotation for SLAs and castings: Email 2 of 2

As referred to in my previous e-mail, please find attached "stl" files.

Regards

Keith



STL\_files.zip (3 MB)

A handwritten signature in black ink, appearing to read 'Keith Hensel'. It includes a stylized 'K' and 'H' at the beginning.

Rinaldi

**Keith Hensel**

---

**From:** Solid Concepts [prototype@solid-concepts.com.au]  
**Sent:** Thursday, October 10, 2002 12:35 PM  
**To:** Keith Hensel  
**Subject:** Re: Go-ahead and new part files:- E-mail 1

This email has been scanned by MAIISWEEPER.  
You should now scan all attachments using your  
desktop AV scanner.

Hi Keith

Please find attached a new quote for the job that previously related to Q7993.

Due to the alterations (ie SLA in lieu of SLS and only 1 Plastic top) we raised a new quotation. Can you please organise for purchase order number 24211 to be cancelled and a new purchase order raised reflecting the figures in Q8109.

Thankyou and Kind regards

Jeanette

----- Original Message -----

**From:** Keith Hensel  
**To:** Solid Concepts  
**Sent:** Wednesday, October 09, 2002 6:12 AM  
**Subject:** RE: Go-ahead and new part files:- E-mail 1

Jeanette,

I've had a delay in finishing the modifications to the second plastic top, the best approach for me now is to test the first plastic top and then update the 3-D model and resend to you. I'll try and get the file to you early next week.

Thanks

Keith

-----Original Message-----

**From:** Solid Concepts [mailto:[prototype@solid-concepts.com.au](mailto:prototype@solid-concepts.com.au)]  
**Sent:** Tuesday, October 08, 2002 3:38 PM  
**To:** Keith Hensel  
**Subject:** Re: Go-ahead and new part files:- E-mail 1  
**Importance:** High

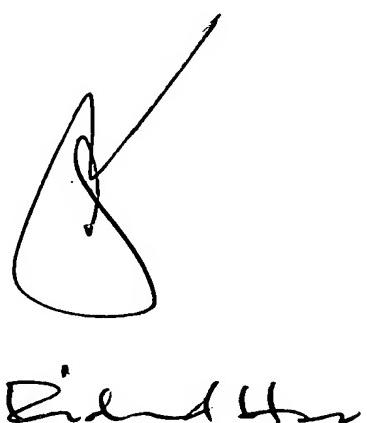
This email has been scanned by MAIISWEEPER.  
You should now scan all attachments using your  
desktop AV scanner.

Hi Keith,

In your email below you mentioned forwarding a second file for the plastic top.

Can you please advise when this file will be sent.

Kind regards



----- Original Message -----

**From:** Keith Hensel  
**To:** Solid Concepts  
**Sent:** Wednesday, September 25, 2002 9:24 AM  
**Subject:** Go-ahead and new part files:- E-mail 1

Adrian/Jeanette,

Thank you for your Quotation No. 7993, I am pleased to confirm we will go ahead with the job.

Please note all part files are modified slightly. In this e-mail I will attach the first of the plastic-top2.stl files. I will send the second modified file for the plastic top to you tomorrow morning, but please don't let this hold up the job (my confidence level of having the file ready for tomorrow morning isn't high!).

For the Stainless-collar2.stl component, I have decided to proceed with SLA rather than SLS. I assume the price is similar, please let me know if it affects the price.

Just a reminder, it is important that the plastic tops have a high polish and lacquer inside and out.

I will fax an order though shortly.

Best Regards

Keith

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[www.mimesweeper.com](http://www.mimesweeper.com)

\*\*\*\*\*  
This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager.

This footnote also confirms that this email message has been swept by MIMEsweeper for the presence of computer viruses.

[www.mimesweeper.com](http://www.mimesweeper.com)

R. Hensel

# SOLID CONCEPTS

Unit 1, 5 Harvard Way  
CANNING VALE 6155 WA

Ph: 08 9455 5377  
Fax: 08 9455 5344

ABN NUMBER: 46 009 301 553

10<sup>th</sup> October 2002

QUOTE: No. 8109

Breville  
Private Bag 2000  
BOTANY NSW 2019

Att: Mr. Keith Hensel  
Fax: 02 9700 1289

DESCRIPTION	AMOUNT
<b>STEREOLITHOGRAPHY</b> <i>Plastic-top (1 off), Pulp-container (1 off) Silicone-ring (1 off), Stainless-Collar (1 off) = 4 parts in total</i>	\$3,025 00
<b>VACUUM CASTING</b> <i>Preparation of mould for silicone ring Duplication in a 40-50 shore A type material @ \$60 per part x 4</i>	\$250 00 \$240 00
Postage and Handling Additional	
DELIVERY* 5 working days for Stereolithography, followed by 2 days mould preparation, producing 2-3 parts per day thereafter.	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
<b>G.S.T.</b>	\$351 50
<b>TOTAL</b>	\$3,866 50

\* Note: This delivery time is an estimate based upon current workload.  
Should you accept this quotation we will supply an accurate delivery  
schedule upon receipt of your files and a purchase order.

Francois Primon

Ridard Hser

# SOLID CONCEPTS

Unit 1, 5 Harvard Way  
CANNING VALE 6155 WA

Ph: 08 9455 5377  
Fax: 08 9455 5344

ABN NUMBER: 46 009 301 553

1<sup>st</sup> October 2002

QUOTE: No. 8049

Breville  
Private Bag 2000  
BOTANY NSW 2019

Att: Mr. Keith Hensel  
Fax: 02 9700 1289

NOTE:  
NEW FAX  
02 9384 9645.

DESCRIPTION	AMOUNT
<b>SELECTIVE LASER SINTERING</b>	
JE95-ducting (2 off)	\$ 865 00
JE95-ducting (8 off)	\$2,880 00
<b>Postage and Handling:</b>	
2 off	\$25 00
8 off	\$40 00
PLEASE GO AHEAD WITH 2 OFF. COMPONENTS.	
DELIVERY* 3 working days for 2 off	
4 working days for 8 off	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
<b>G.S.T. of 10% TO BE ADDED</b>	
<b>TOTAL</b>	

\* Note: This delivery time is an estimate based upon current workload.  
Should you accept this quotation we will supply an accurate delivery  
schedule upon receipt of your files and a purchase order.

Francois Primon

R. Hensel

*KZ*  
PURCHASE ORDER

24212

DATE 1 Oct '02.

To

SOLID CONCEPTS  
UNIT 1, 5 HARVEY WAY  
CANNING VALE, WESTERN AUSTRALIA

Telephone:  
(02) 9384 8100  
Fax:  
(02) 9700 1289

Please Supply in good order and condition According to our Instructions

QUANTITY	DESCRIPTION	PRICE \$ c
2	SLS PROTOTYPES OF JEGS-DUCTING. POSTAGE & HANDLING.	865 00 25 00
	TOTAL EX GST	\$ 890 00

DELIVERY AND OTHER INSTRUCTIONS

PLEASE ADDRESS PACKAGE: BREVILLE RECEPTION DESK, BUILDING 2  
PORT AIR INDUSTRIAL ESTATE  
1A HALE ST, BOTANY, NSW 2019  
ATT: KEITH HENZEL, DESIGN PH 09 209 774

IMPORTANT

INVOICE MUST ACCOMPANY GOODS AND SHOW OUR ORDER NUMBER

All goods delivered after 25th of month to be invoiced as 1st of following month.

Please mark quantities on each package.

We pay CASH or C.O.D. for appropriate discounts. PLEASE ADVISE.

I hereby quote sales-tax registration number 2 789 762.  
For and on behalf of the Public Officer Paul Brian Milburn.

*K. Henzel*

Signature of authorised person.

1 Oct '02.

Date

*R. H. H.*

*Dickie the*

## Keith Hensel

**From:** Keith Hensel  
**Sent:** Tuesday, October 01, 2002 5:46 PM  
**To:** 'Solid Concepts'  
**Subject:** RE: Part for quotation:- SLS

Jeanette,

Thanks you for the quotation,

Please go ahead with the 2-off parts. A new part file is attached (a few rads added).

Our order number is 24212 (\$865 + \$25 + GST).

I will fax an order through shortly. I would really appreciate it you could push this though as soon as possible. Thanks!

Best Regards

Keith

-----Original Message-----

**From:** Solid Concepts [mailto:[prototype@solid-concepts.com.au](mailto:prototype@solid-concepts.com.au)]  
**Sent:** Tuesday, October 01, 2002 5:16 PM  
**To:** Keith Hensel  
**Subject:** Re: Part for quotation:- SLS

This email has been scanned by MAILsweeper.  
You should now scan all attachments using your  
desktop AV scanner.

Hello Keith

Please find attached quote as requested.

Kind regards

Jeanette

----- Original Message -----

**From:** Keith Hensel  
**To:** Solid Concepts  
**Sent:** Tuesday, October 01, 2002 8:36 AM  
**Subject:** Part for quotation:- SLS

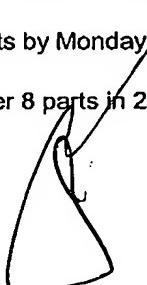
Good morning,

Can you please quote on 2x nylon SLS of the attached component "JE95-ducting".

This job is really urgent, we would need to receive the parts by Monday.

Assuming the part is successful, we would require a further 8 parts in 2 weeks time. Please prepare a separate quote on this also.

Thanks and Regards

Richard Hensel

ADRIAN / JEANETTE

1/3 PAGES.

PURCHASE ORDER

24211

DATE 25/9/02

Telephone:  
(02) 9384 8100  
Fax:  
(02) 9700 1289

To

SOLID CONCEPTS  
UNIT 1, 5 HARVARD WAY  
CANNING VALE, WESTERN AUSTRALIA

Please Supply in good order and condition According to our Instructions

QUANTITY	DESCRIPTION	PRICE \$      c
1	SLAS FOR JERZOO PROJECT AS PER QUOTATION 7993	4470 —
0	VACUUM CASTING MOLD & 4x SILICONE PARTS.	490 —
	TOTAL EX GST	\$ 4960 —

DELIVERY AND OTHER INSTRUCTIONS

PLEASE ADDRESS PACKAGE : BREVILLE RECEPTION DESK  
BUILDING 2. ATTENTION KEITH HENSEL  
BREVILLE DESIGN,  
PORT AIR INDUSTRIAL ESTATE, BLDG 2, 1A HALE ST BOTANY NSW 2019.

IMPORTANT

INVOICE MUST ACCOMPANY GOODS AND SHOW OUR ORDER NUMBER

All goods delivered after 25th of month to be invoiced as 1st of following month.

Please mark quantities on each package.

W~~O~~ly CASH or C.O.D. for appropriate discounts. PLEASE ADVISE.

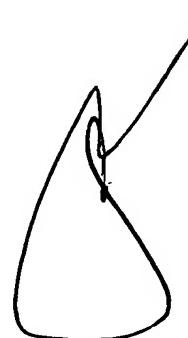
I hereby quote sales tax registration number 2 789 762.  
For and on behalf of the Public Officer Paul Brian Milburn.

K. H. S.

Signature of authorised person.

25/9/02

Date



Richard Hensel

2/3

---

**From:** Keith Hensel  
**Sent:** Wednesday, September 25, 2002 11:24 AM  
**To:** 'Solid Concepts'  
**Subject:** Go-ahead and new part files:- E-mail 1

Adrian/Jeanette,

Thank you for your Quotation No. 7993, I am pleased to confirm we will go ahead with the job.

Please note all part files are modified slightly. In this e-mail I will attach the first of the plastic-top2.stl files. I will send the second modified file for the plastic top to you tomorrow morning, but please don't let this hold up the job (my confidence level of having the file ready for tomorrow morning isn't high!).

For the Stainless-collar2.stl component, I have decided to proceed with SLA rather than SLS. I assume the price is similar, please let me know if it affects the price.

Just a reminder, it is important that the plastic tops have a high polish and lacquer inside and out.

Will fax an order though shortly.

Best Regards

Keith

PLEASE NOTE ALSO THAT WE WILL + SILICONE RING  
COMPONENTS.

THANKS

O



Ridout

# SOLID CONCEPTS

Unit 1, 5 Harvard Way  
CANNING VALE 6155 WA

Ph: 08 9455 5377  
Fax: 08 9455 5344

ABN NUMBER: 46 009 301 553

23<sup>rd</sup> September 2002

QUOTE: No. 7993

Breville  
Private Bag 2000  
BOTANY NSW 2019

Att: Mr. Keith Hensel  
Fax: 02 9700 1289

DESCRIPTION	AMOUNT
<b>SELECTIVE LASER SINTERING</b> <i>Stainless-Collar (1 off)</i>	\$370 00
<b>STEREOLITHOGRAPHY</b> <i>Plastic-top (2 off), Pulp-container (1 off)</i> <i>Silicone-ring (1 off)</i> <i>= 4 parts in total</i>	\$4,100 00
<b>VACUUM CASTING</b> <i>Preparation of mould for silicone ring</i> <i>Duplication in a 40-50 shore A type material</i> <i>@ \$60 per part x 2</i> <i>+ 2 more</i>	\$250 00 \$120 00 \$120 00
Postage and Handling Additional	
DELIVERY* 3 working days for S L S, 5 working days for Stereolithography, followed by 2 days mould preparation, producing 2-3 parts per day thereafter.	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
<b>G.S.T. of 10% TO BE ADDED</b>	
<b>TOTAL</b>	

\* Note: This delivery time is an estimate based upon current workload.  
Should you accept this quotation we will supply an accurate delivery schedule upon receipt of your files and a purchase order.

Kate  
Brendan

# SOLID CONCEPTS



Unit 1, 5 Harvard Way  
CANNING VALE 6155 WA

Ph: 08 9455 5377  
Fax: 08 9455 5344

ABN NUMBER: 46 009 301 553

23<sup>rd</sup> September 2002

QUOTE: No. 7993

Breville  
Private Bag 2000  
BOTANY NSW 2019

Att: Mr. Keith Hensel  
Fax: 02 9700 1289

*Resend  
PARTS*

DESCRIPTION	AMOUNT
<b>SELECTIVE LASER SINTERING</b> <i>Stainless-Collar (1 off)</i>	\$370 00
<b>STEREOLITHOGRAPHY</b> <i>Plastic-top (2 off), Pulp-container (1 off)</i> <i>Silicone-ring (1 off)</i> <i>= 4 parts in total</i>	\$4,100 00
<b>VACUUM CASTING</b> <i>Preparation of mould for silicone ring</i> <i>Duplication in a 40-50 shore A type material</i> <i>@ \$60 per part x 2</i>	\$250 00 \$120 00
Postage and Handling Additional	
DELIVERY* 3 working days for SLS, 5 working days for Stereolithography, followed by 2 days mould preparation, producing 2-3 parts per day thereafter.	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
<b>G.S.T. of 10% TO BE ADDED</b>	
<b>TOTAL</b>	

\* Note: This delivery time is an estimate based upon current workload.  
Should you accept this quotation we will supply an accurate delivery  
schedule upon receipt of your files and a purchase order.

**Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Monday, September 23, 2002 11:20 AM  
**To:** 'Solid Concepts'  
**Subject:** Quotation for SLAs:- E-mail 1

Good morning,

Please find attached to this e-mail one file for quotation. In the following two e-mails there will be 3 more parts. (total 4 files in all)

This is basically the same job as the last one you did for me although there is slight change in the detail of the parts. This time I am after 2 of the plastic top parts (not just one).

Please quote on the following:

plastic-top.stl x 2 SLAs

This part is required as a fully polished clear SLA (Note: last time you only polished the outside, but we need both the inside and out polished and lacquered).

Note also: There will be two variations of this part (I have only included one for your quotation, but the second part has some very minimal internal detail changes, external is identical).

pulp-container.stl x 1 SLAs

Standard SLA in reasonable surface finish inside and out. (not clear-polished)

silicone-ring.stl x 1 SLA

Standard SLA in reasonable surface finish

Please also quote on preparing 2x elastomer versions of this part in low durometer (around 40-50 shore A)

Stainless-collar.stl x 1 SLA

This part will eventually be made from stainless steel. I am interested in your recommendation on how to prepare a stronger prototype of this:

1. We could thicken it up to say 2.0mm if it is to be an SLA (currently 1.0mm).
2. Leave as is or thicken slightly say to 1.5mm and prepare a nylon SLS

I look forward to your quotation. Can you also let me know lead-time; this job is urgent so if you can push it through quickly it would be much appreciated.

Thanks and Regards

Keith Hensel

*Principal Designer*  
Housewares International  
Mobile +61 (0) 409 209 774



plastic-top.zip

*Richard Hensel*

# **SILHOUETTE**

Rock Solid Prototyping & Production Worldwide

Arrk Silhouette Pty Ltd  
5 Lynch Street  
Hawthorn Victoria 3122  
Melbourne Australia  
ABN: 32 060 673 396

Tel: +61 (0)3 9819 4422  
Fax: +61 (0)3 9819 4408  
Email: info@arrk.com.au  
Internet: www.arrk.com.au

To: Keith Hensel From: Kathryn Carmichael  
CC:  
Company: Breville Date: 23 September, 2002  
Telephone: Page: 1 of 2  
Facsimile: Email: keith.hensel@breville.com.au  
Facsimile c Email c

The information contained in this facsimile is intended for the named recipient only. It may contain private and confidential information and if you are not the intended recipient you must not copy, distribute or act upon the information herein. Please notify Arrk Silhouette Pty Ltd if you have received this facsimile.

## **TOUGH SLA RP MASTER**

## **QUOTATION**

**QJ266I02**

 \$1337.00	 \$2875.		
plastic-top (Tough SLA) 03.51*71.08*184.75 Vol: 218435.9	pulp-container (Normal SLA) 68.10*241.95*159.50 Vol: 274248.		

Dear Keith

I have assembled the following quotation based on the STL data that you emailed to us. Tough SLA is a special build SLA material that simulates PP/ABS. It is well suited for applications where robustness, good surface finish and sharp detail is required.

Please note any cancellation or alteration to a customer's purchase order must be received in writing.

**3D CAD** Breville will supply high resolution STL file(s) ready for master model production.

**Tough SLA Master Model** Tough SLA Master Model(s) will be created from supplied STL files. Three levels of finish are available as standard: CONCEPT SLA is built fast and accurate with no finishing. ENGINEERING SLA has visual surfaces cleaned only. PREMIUM SLA has all surfaces cleaned. CUSTOM SLA is available on request.

**2 off plastic top - Tough SLA**

Premium Finish & clear  
Lead Time

\$2675.00 total +GST  
6-7 working days

1 off pulp container  
**(Normal SLA)**  
Premium finish  
Lead Time: Ship Out

\$2875.00 total +GST  
5-6 working days

**Delivery** 1 off Couriers @ \$TBA+GST each to: \$TBA+GST

**Please Note** All lead times are estimates based upon current workloads. Arrk Silhouette Pty Ltd will supply an updated lead time schedule upon receipt of purchase order.

Delivery costs may vary depending upon actual prototype program.

All prices exclude 10% GST

**Payment Terms** Strictly 14 days from invoice date.  
This quotation is valid for 30 days from the date of quotation.

I trust this quotation meets to your approval. Should you require any further information please do not hesitate to call me at anytime.

Kind regards

Kathryn Carmichael





Rapid Prototyping & Product Development

Arkk Silhouette Pty Ltd  
5 Lynch Street  
Hawthorn Victoria 3122  
Melbourne Australia  
ABN: 32 060 673 396

Tel: +61 (0)3 9819 4422  
Fax: +61 (0)3 9819 4408  
Email: info@ark.com.au  
Internet: www.ark.com.au

To:	Keith Hensel	From:	Kathryn Carmichael	The information contained in this facsimile is intended for the named recipient only. It may contain private and confidential information and if you are not the intended recipient you must not copy, distribute or act upon the information herein. Please notify Arkk Silhouette Pty Ltd if you have received this facsimile.
CC:				
Company:	Breville	Date:	23 September, 2002	
Telephone:		Page:	1 of 2	
Facsimile:		Email:	keith.hensel@breville.com.au	
Facsimile c		Email c		

## RAPID PLASTIC

## QUOTATION

QJ266H02

Silicone Ring 102.6*14.28*102.6 Vol: 16972.29			

Dear Keith

I have assembled the following quotation based on the STL data that you emailed to us.

Please note any cancellation or alteration to a customer's purchase order must be received in writing.

### 3D CAD

Breville will supply high resolution STL file(s) ready for master model production. The supply of poor quality data will result in additional cost to fix it.

### SLA Master Model

SLA master model(s) will be created from supplied STL files. Three levels of finish are available as standard: CONCEPT SLA is built fast and accurate with no finishing. ENGINEERING SLA has visual surfaces cleaned only. PREMIUM SLA has all surfaces cleaned. CUSTOM SLA is available on request.

1 off  
Engineering Finish  
Premium Finish  
Lead Time: Ship Out

\$385.00 total +GST  
\$435.00 total +GST  
4-5 working days

**Rapid Plastic  
Silicone  
Tooling**

The silicone tooling will be cast of the SLA master model(s). Silicone tooling always remains on the premises of Arrk Silhouette. Based on the complexity of the parts, we will be able to get approximately 15-20 shots from the silicone tool before small details start to deteriorate. After 9 months silicone tools begin to degrade and no longer remain in tolerance. Unless otherwise specified, these tools will be recycled.

1 cavity \$475.00 total +GST  
Lead Time 4-5 working days

**Rapid Plastic  
PU Parts**

Standard colour: Black or White. Colour charge: AUD\$120.00 per colour

silicone ring \$50.00 each +GST  
Lead Time 3 shots per day

**Delivery** 3 off Couriers @ \$TBA+GST each to: \$TBA+GST

**Please Note** All lead times are estimates based upon current workloads. Arrk Silhouette Pty Ltd will supply an updated lead time schedule upon receipt of purchase order.

Delivery costs may vary depending upon actual prototype program.

All prices exclude 10% GST

**Payment Terms** Strictly 14 days from date of invoice.  
This quotation is valid for 30 days from the date of quotation.

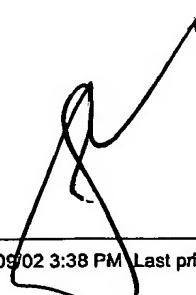
**Payment Options:**

- Electronic Funds Transfer (EFT)
- Visa, Bankcard or Master Card
- Bank Cheque

**I trust this quotation meets to your approval. Should you require any further information please do not hesitate to call me at anytime.**

Kind regards

Kathryn Carmichael



*Richard Heslin*



Rapid Prototyping & Product Development

Arrk Silhouette Pty Ltd  
5 Lynch Street  
Hawthorn Victoria 3122  
Melbourne Australia  
ABN: 32 060 673 396

Tel: +61 (0)3 9819 4422  
Fax: +61 (0)3 9819 4408  
Email: info@arrk.com.au  
Internet: www.arrk.com.au

To:	Keith Hensel	From:	Kathryn Carmichael	The information contained in this facsimile is intended for the named recipient only. It may contain private and confidential information and if you are not the intended recipient you must not copy, distribute or act upon the information herein. Please notify Arrk Silhouette Pty Ltd if you have received this facsimile.
CC:				
Company:	Breville	Date:	24 September, 2002	
Telephone:		Page:	1 of 2	
Facsimile:		Email:	keith.hensel@breville.com.au	
Facsimile c		Email c		

**SLS RP MASTER**

**QUOTATION**

**QJ267C02**

Stainless-collar			
186.93*47.31*184.76 Vol: 23826.44			

Dear Keith

I have assembled the following quotation based on the STL data that you emailed to us. SLS is made from a glass filled nylon material. It is very durable but tends to have a "heavy sand blast" like surface finish.

Please note any cancellation or alteration to a customer's purchase order must be received in writing.

Expected Tolerances: Up to 150mm +/- 0.25mm. 150mm to 300mm, +/- 0.5mm.  
Over 300mm +/- 0.165%.

**3D CAD** Breville will supply high resolution STL file(s) ready for master model production.

**SLS Master Model** SLS master model(s) will be created from supplied STL file information.

1 off  
Lead Time: Ship Out

\$720.00 total +GST  
4-5 working days

**Delivery** 1 off Couriers @ \$TBA+GST each to: \$TBA+GST

**Please Note** All lead times are estimates based upon current workloads. Ark Silhouette Pty Ltd will supply an updated lead time schedule upon receipt of purchase order.

Delivery costs may vary depending upon actual prototype program.

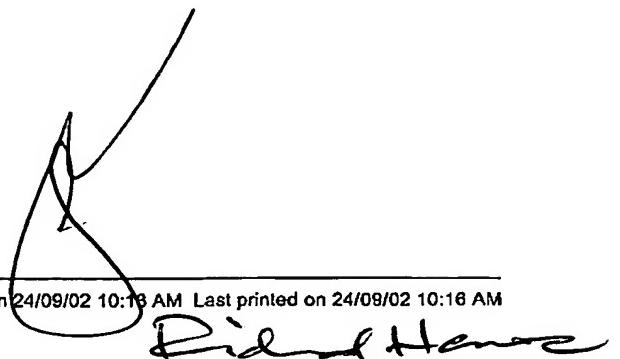
All prices exclude 10% GST

**Payment Terms** **Strictly 14 days from invoice date.**  
**This quotation is valid for 30 days from the date of the quotation.**

I trust this quotation meets to your approval. Should you require any further information please do not hesitate to call me at anytime.

○ Kind regards

Kathryn Carmichael



ATT: SHARLEEN / FRANCOIS.  
SEE E-MAIL FOR NEW PART FILE.  
RECORDS,  
KEITH.

PURCHASE ORDER

24208

DATE

9/8/02

Telephone:  
(02) 9384 8100  
Fax:  
(02) 9700 1289

BREVILLE PTY LIMITED

ABN 98 000 092 928

Private Bag 2000, Botany NSW 2019  
Building 2, Port Air Industrial Estate  
1a Hale Street NSW 2019

To

SOLID CONCEPTS  
UNIT 1, 5 HARVARD WAY,  
CANNING VALE, WESTERN AUSTRALIA.

Please Supply in good order and condition According to our Instructions

QUANTITY	DESCRIPTION	PRICE \$ c
1	SUAS FOR JEZOO PROJECT AS PER QUOTATION 7725	3569 00
	TOTAL INC GST	\$ 3569 00

DELIVERY AND OTHER INSTRUCTIONS

PLEASE ADDRESS PACKAGE : BREVILLE RECEPTION DESK, BUILDING 2  
ATT: KEITH HENSEL, BREVILLE DESIGN  
PORT AIR INDUSTRIAL ESTATE  
BUILDING 2, 1A HALE ST  
BOTANY NSW 2019 AUSTRALIA

IMPORTANT

INVOICE MUST ACCOMPANY GOODS AND SHOW OUR ORDER NUMBER

All goods delivered after 25th of month to be invoiced as 1st of following month.

Please mark quantities on each package.

We pay CASH or C.O.D. for appropriate discounts. PLEASE ADVISE.

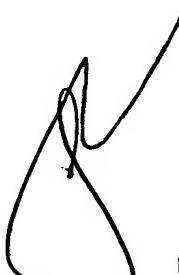
I hereby quote sales tax registration number 2-789 762.  
For and on behalf of the Public Officer Paul Brian Milburn.

Keith Hensel

Signature of authorised person.

9/8/02

Date



Paul Brian Milburn

8<sup>th</sup> August 2002

QUOTE: No. 7725

Breville  
Private Bag 2000  
BOTANY NSW 2019

Att: Mr. Keith Hensel  
Fax: 02 9700 1289

DESCRIPTION	AMOUNT
STEREOLITHOGRAPHY SS-collar, feedtube-seal, welding-bezel (clear lacquered) plastic-top (clear lacquered) = 4 parts in total	\$1,620 00
pulp-container3 – 1 off	\$1,540 00
Postage and Handling	\$80 00
DELIVERY* 6 Working Days	
<b>PAYMENT 30 DAYS FROM DATE OF INVOICE</b>	
G.S.T.	\$324 00
<b>TOTAL</b>	<b>\$3,564 00</b>

\* Note: This delivery time is an estimate based upon current workload.  
Should you accept this quotation we will supply an accurate delivery  
schedule upon receipt of your files and a purchase order.

François Primon \_\_\_\_\_

Dick Hoss

**Keith Hensel**

---

**From:** Keith Hensel  
**Sent:** Friday, August 09, 2002 10:36 AM  
**To:** 'Solid Concepts'  
**Subject:** RE: Parts for quotation

Sharleen,

Nice to hear from you again!

Please go ahead with job 7725 as quoted.  
I will fax an order through shortly, Breville Order no 24208.

All part files are the same except for a minor modification to the pulp container.  
The updated stl file is attached: pulp-container-4.

Note also, can I please have the SS-collar component clear lacquered as well.

~~We~~ have a new design fax number: (02) 9384 9645, My direct phone number is (02) 9384 8137.

If at all possible can you try and expedite these parts?

Thanks and Regards

Keith

----Original Message----

**From:** Solid Concepts [mailto:[prototype@solid-concepts.com.au](mailto:prototype@solid-concepts.com.au)]  
**Sent:** Thursday, August 08, 2002 5:44 PM  
**To:** Keith Hensel  
**Subject:** Re: Parts for quotation

This email has been scanned by MAILsweeper.  
You should now scan all attachments using your  
desktop AV scanner.

Hi Keith,

Please find attached your quote.

Regards

Sharleen :o)



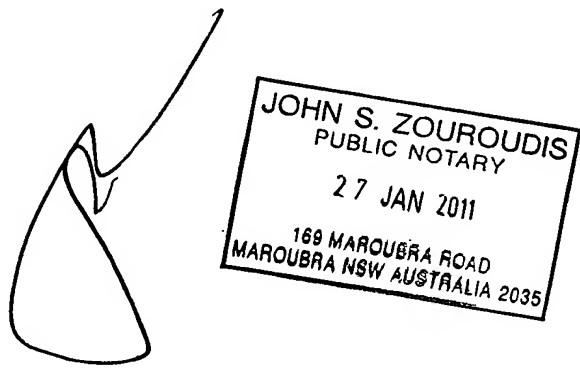
A handwritten signature in black ink, appearing to read "Richard Hensel". The signature is fluid and cursive, with a large, stylized 'R' at the beginning.

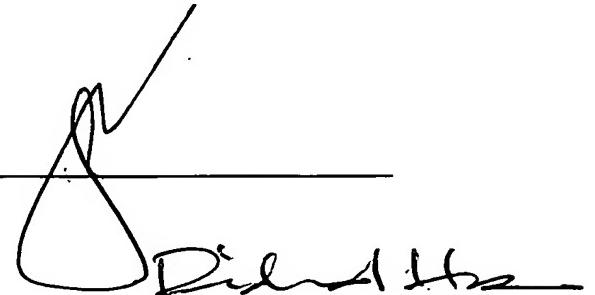
---

### EXHIBIT RH-13

The attached is Exhibit "RH-13" referred to in Paragraph [038] of the Affidavit of **Richard Hoare**.







---

**Keith Hensel**

**From:** Kevin Cohen [kevin@gomango.com]  
**Sent:** Monday, August 11, 2003 5:19 PM  
**To:** Keith Hensel  
**Subject:** RE: Juicer for testing

• Blocked mesh.  
 • Disassembled SAFE LD.  
 { DO YOU HAVE DISASSEMBLY  
 IN YOUR STORES??

This email has been scanned by MAILsweeper.  
 You should now scan all attachments using your  
 desktop AV scanner.

Hi Keith & Jack,

Herewith our yields from testing;

1st thing in the morning (all done on high speed on the Breville)

**BREVILLE**

Orange	332g	210ml	= 0.63ml per g
Apple	300g	275ml	= 0.92ml per g
Pineapple	328g	250ml	= 0.76ml per g
Watermelon	322g	250ml	= 0.78ml per g
Carrot	570g	305ml	= 0.54ml per g

**NUTRIFASTER**

Orange	328g	200ml	= 0.61ml per g
Apple	296g	225ml	= 0.76ml per g
Pineapple	340g	200ml	= 0.59ml per g
Watermelon	358g	330ml	= 0.92ml per g
Carrot	530g	180ml	= 0.34ml per g

Ok, so the final figures on each juicer for the 2nd afternoon, after it had been in operations all morning are as follows:

**BREVILLE**

Orange	316g	200ml	= 0.63ml per g
Apple	320g	225ml	= 0.70ml per g
Pineapple	290g	200ml	= 0.69ml per g
Watermelon	294g	225ml	= 0.77ml per g
Carrot	548g	260ml	= 0.47ml per g

**NUTRIFASTER**

Orange	258g	200ml	= 0.78ml per g
Apple	328g	210ml	= 0.64ml per g
Pineapple	284g	200ml	= 0.70ml per g
Watermelon	270g	210ml	= 0.78ml per g
Carrot	296g	95ml	= 0.32ml per g

Definitely worthwhile for apple and carrot. About on par for the softer ones although the Nutrifaster fared better for orange in this test. Note that we will not be using this machine for ranges though.

Very good on the whole. We are very happy with the performance. Not sure why it fairs worse for Watermelon, but is far better for Carrot and apple.

As discussed the other day, we will need 2 machines for a Sep 11 opening and another 2 for 1 October. Thereafter we have 2 to 4 more store opening October/November and need 2 for each.

All units need the "waste shoot" straight into the bin under. We may need these to be longer as we may raise the machines. somehow. I will give you the height of the jugs tomorrow

Please advise what you can supply at this stage.

Regards  
Kevin

-----Original Message-----

**From:** Keith Hensel [mailto:Keith.Hensel@breville.com.au]  
**Sent:** Thursday, 17 July 2003 3:02 PM  
**To:** kevin@gomango.com  
**Subject:** Juicer for testing

Kevin,

Just a quick note to say I haven't forgotten about you! I am still in the process of organising a sample. My aim is to have one for you for a few days next week.

I'll call on Monday to confirm.

○ Best Regards

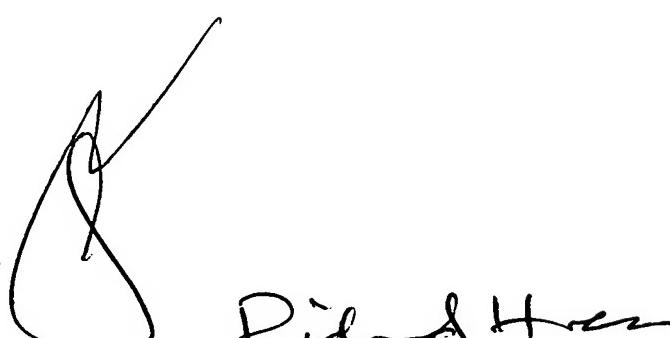
Keith

*Principal Designer*  
**Housewares International**  
Mobile +61 (0) 409 209 774

\*\*\*\*\*  
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○ This footnote also confirms that this email message has been swept by MIMEsweeper for the presence of computer viruses.

[www.mimesweeper.com](http://www.mimesweeper.com)



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**EXHIBIT RH-14**

The attached is Exhibit “**RH-14**” referred to in Paragraph [040] of the Affidavit of **Richard Hoare**.

*Richard Hoare*

*Richard Hoare*

*Richard Hoare*

**JOHN S. ZOUROUDIS  
PUBLIC NOTARY  
27 JAN 2011  
169 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035**

**800JE Units located in JUICE BARS**

updated January 19, 2004

FRESH BAR				
				latest sample provided
Susan 0411 430 320	SITE 1	Centrepoin Arcade	Juicer 1 Juicer 2	Bought from DJs over Xmas break Unit from stock given 5 Jan 2004

SEJUICED				
				latest sample provided
Andy 0412 404 551	SITE 1	George St	Juicer 1	Unit supplied October 30
	SITE 2	Bondi Pavilion	Juicer 1	Juicer provided on Nov 14, returned on Jan 6, 2004 New unit from stock given to Andy Wed 31 Dec 2004
	SPARE			Juicer from stock supplied for demos and back-up by Vanessa/Melissa Tuesday Jan 20, 2004

GO-MAN-GO				
				latest sample provided
<i>Kev</i> Kevin Cohen:- director 0404 878 610 Jeff Fisher:- Operations Manager 0407 727 527	SITE 1	Gosford	Juicer 1 Juicer 2	**Note all units to Go-Man-Go have proto throughbench tubes and silicone spout nozzles 2 Units supplied approx Sept 15 (Pilot Production)
	SITE 2	Darling Harbour	Juicer 1 Juicer 2	2 Units supplied approx Oct 20 (Pilot Production)
	SITE 3	Miranda	Juicer 1 Juicer 2	2 Units supplied approx Dec 08 (Production)
	SITE 4	Melbourne	Juicer 1 Juicer 2	2 Units supplied approx Dec 08 (Production)
	SITE 5	King St	Juicer 1 Juicer 2	<b>Upcoming</b> 2 Units required late January
	SITE 6	Ackland St Melbourne	Juicer 1 Juicer 2	2 Units required early Feb
	SITE 7	Bondi Junction	Juicer 1 Juicer 2	2 Units required late Feb
	SITE 8	Northland Melbourne	Juicer 1 Juicer 2	2 Units required early March
	SITE 9	Macquarie Sydney	Juicer 1 Juicer 2	2 Units required April
	SITE 10	MLC centre Sydney	Juicer 1 Juicer 2	2 Units required April

JUICED				
Richard Griffiths 0413 671414		Cnr Hunter & Castlereagh		Has requested 2 units for early Feb

NZ Natural				
Rael Polivnik 0414 363 129		North Sydney		A unit for assessment will be sent to them late January

Bathers Pavilion				
Serge c/o Steve Mac		Balmoral		We plan to give them a unit late January

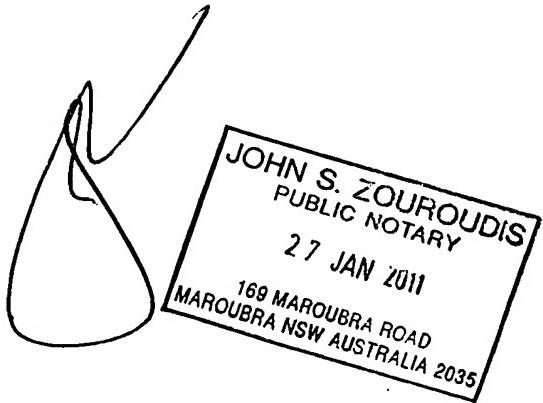
*Richard Hines*

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**EXHIBIT RH-15**

The attached is Exhibit “RH-15” referred to in Paragraph [041] of the Affidavit of **Richard Hoare**.

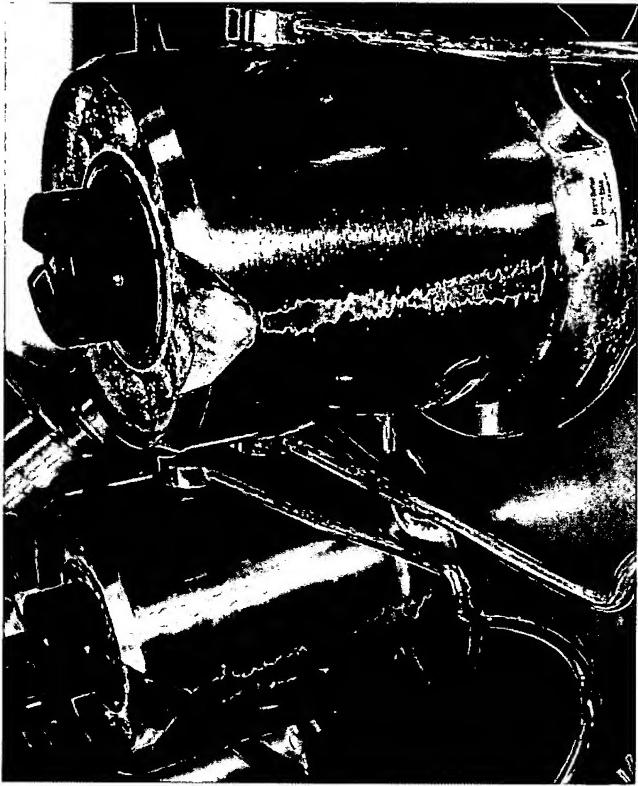
*Richard Hoare*



*Richard Hoare*

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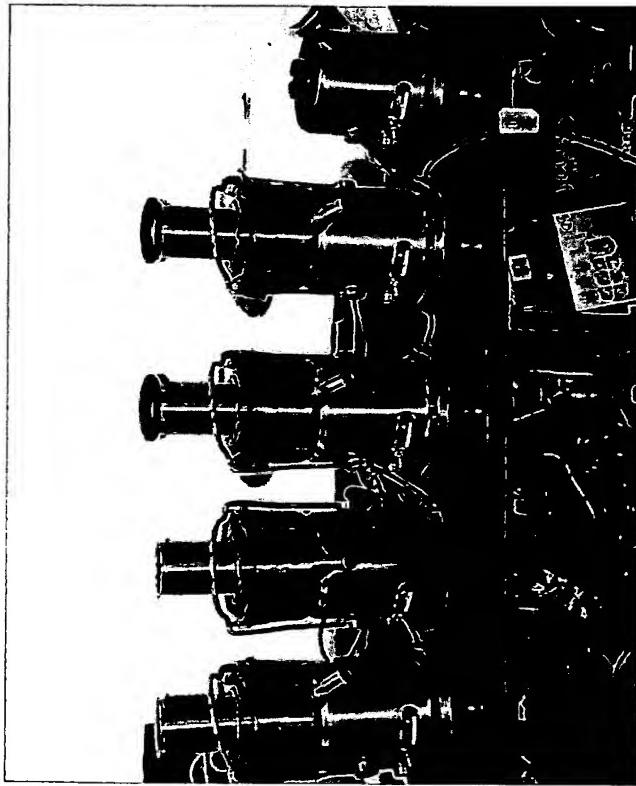
*Richard Hoare*



David Jones Bondi Juice Bar - April 2005 8000JE corrosion\_1\_2



David Jones Bondi Juice Bar - April 2005 8000JE juice collector build up



David Jones Bondi Juice Bar1 April 2005\_8000JEs



David Jones Bondi Juice Bar - April 2005 8000JE corrosion\_1\_3

Riedl then

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**EXHIBIT RH-16**

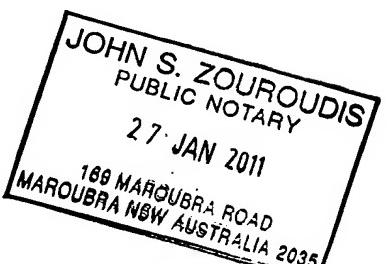
The attached is Exhibit "RH-16" referred to in Paragraph [043] of  
the Affidavit of **Richard Hoare**.

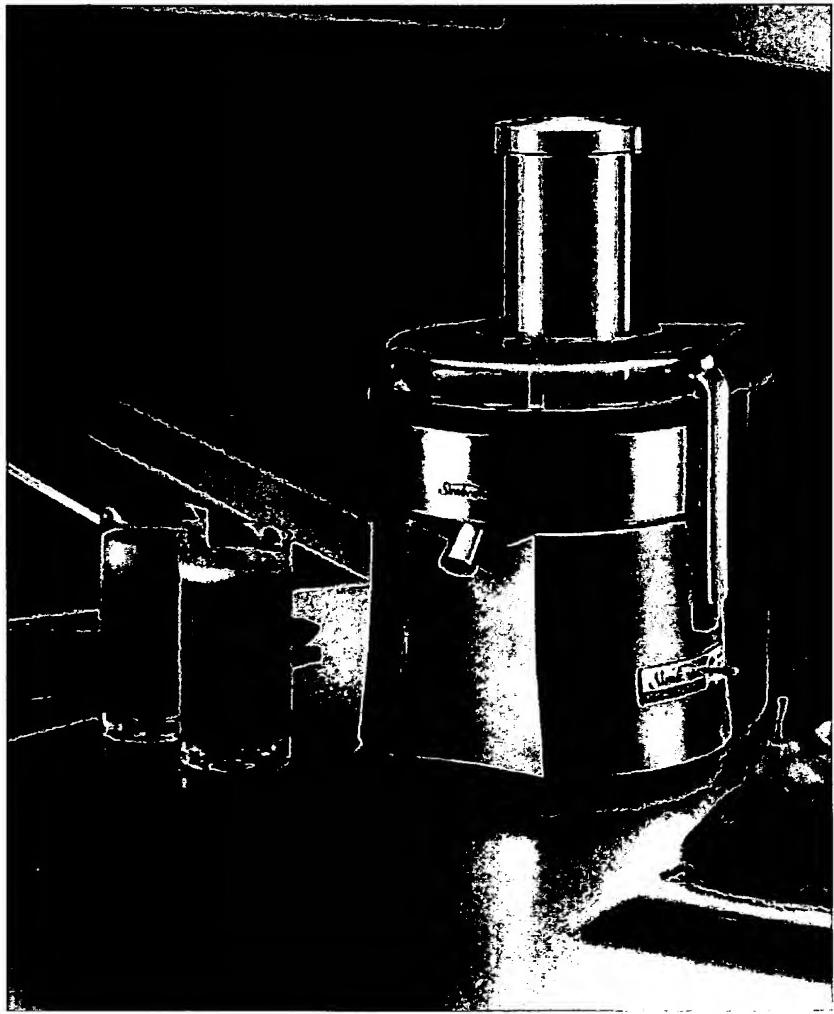
*Richard Hoare*

*[Handwritten signature]*

*[Handwritten signature]*

*[Handwritten signature]*

  
JOHN S. ZOUROUDIS  
PUBLIC NOTARY  
27 JAN 2011  
189 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035



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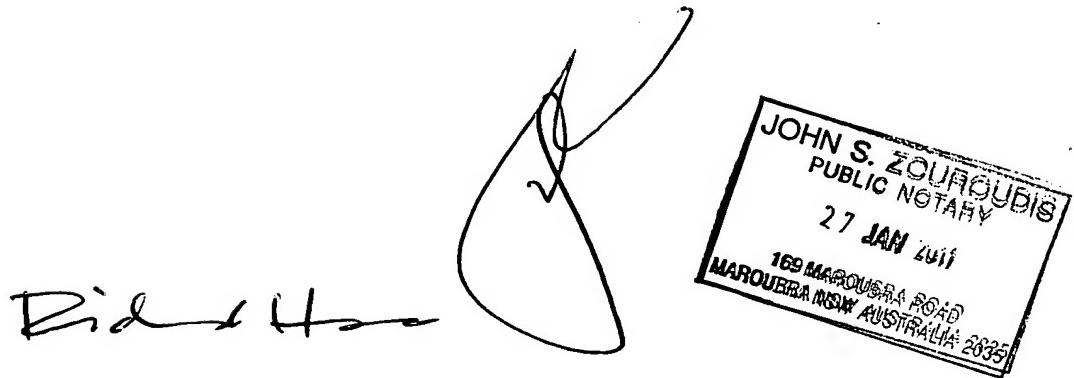
A stylized, handwritten signature in black ink, appearing to read "David Hearn".

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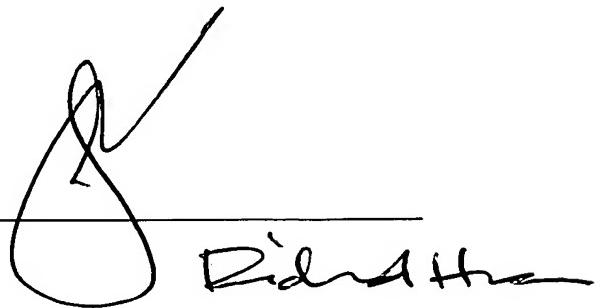
**EXHIBIT RH-17**

The attached is Exhibit "RH-17" referred to in Paragraph [044] of the Affidavit of **Richard Hoare**.

*Richard Hoare*

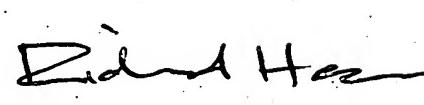


JOHN S. ZOURACUBIS  
PUBLIC NOTARY  
27 JAN 2011  
169 MAROUBRA ROAD  
MAROUBRA NSW AUSTRALIA 2035



What is claimed is:

1. A lid for an electric juicing device, the lid comprising:  
5 a polymeric cap in which is formed an opening;  
the opening accommodating and having attached to it, a metal feed tube.
2. The lid of claim 1, wherein:  
an interior of the feed tube has attached to it a metal knife.  
10
3. The lid of claim 1, wherein:  
the feed tube has a circumferential flange that is affixed to the cap.  
15
4. The lid of claim 3, wherein:  
a gasket is interposed between the flange and the cap.  
20
5. The lid of claim 4, wherein:  
the gasket further comprises a neck and a surrounding ring, the neck sealing  
between the feed tube and a vertical rim of the cap.
6. The lid of claim 3, wherein:  
fasteners extend through the flange into a retaining ring which is located  
adjacent to an under side of the cap.  
25
7. The lid of claim 6, wherein:  
fasteners extend through the flange and the gasket and cap into a retaining  
ring which is located adjacent to an under side of the cap.
8. The lid of claim 1, wherein:  
30 the cap has an undersurface that forms a smooth and continuous surface that  
extends from above a juice collection area to a pulp exit area of the cap.



9. The lid of any one of claims 1-8, wherein:  
the cap has a descending rim that cooperates with a juice stopping rim of a juice collector;  
an angle between an outer surface of the descending rim and an inner surface of the juice stopping rim creating a tapered gap that is most narrow at the bottom.
10. The lid of claim 9, wherein:  
a space between the juice stopping rim and the descending rim of the cap further defines a gap.
11. The lid of claim 10, wherein:  
the gap is tapered.
12. The lid of either of claims 11 or 12, wherein:  
a second gap is formed between a descending lip portion of the housing and a sidewall of the juice collector, the second gap adapted to accommodate a pulp collector so that the descending lip enters the pulp collector.
13. The lid of claim 12, wherein:  
the pulp collector has a generally "D" shaped cross section,  
the pulp collector conforming to an exterior surface of the housing.
14. The lid of any one of claims 10-13, wherein:  
the gap is narrow at a bottom of the gap and wider at a top of the gap.
15. The lid of any one of claims 10-14, wherein:  
the upper extent of the gap is further defined by a horizontal rim formed in the cap.
16. The lid of any one of claims 1-16, wherein:  
an upper surface of the cap further comprises at least one cam surface and detent for receiving a locking bar.



2004253180 07 Jul 2008

17. The lid of any one of claims 1-16, wherein:  
the cap has an undersurface that forms a smooth and continuous surface that  
extends from above a juice collection area to a pulp exit area of the cap.

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